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BAKER

PUBLISHED FOR THE BAKERS OF AMERICA

...Associated with...

The NORTHWESTERN
MILLER

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I WISH I MIGHT . . .



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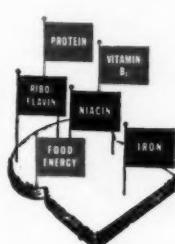
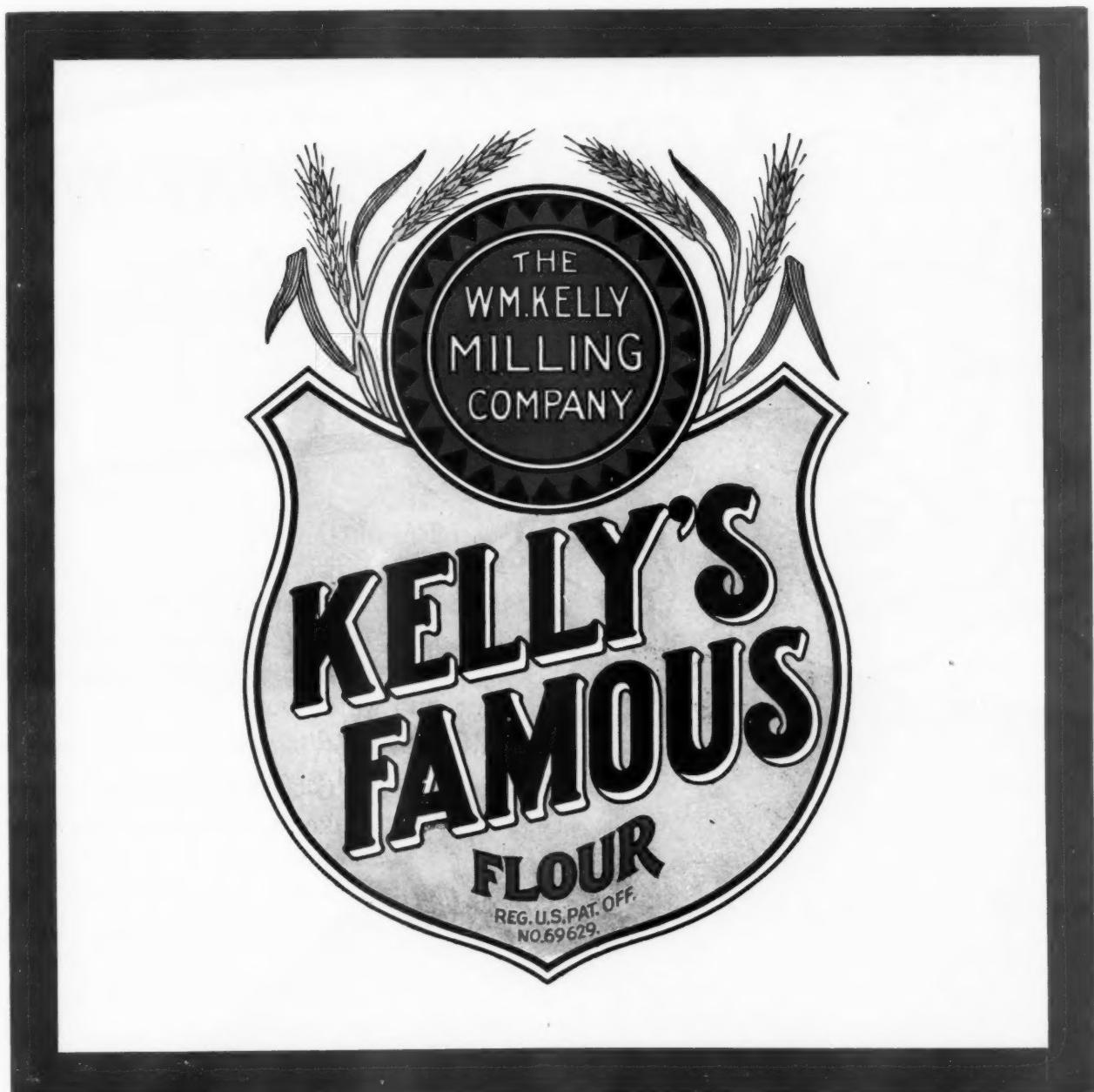


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July, 1950

THE AMERICAN BAKER

5



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CITY _____ STATE _____

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BILL STERN TELLS ANOTHER SPORTS STORY

* * a star is
born! *

About two decades ago, under a blinding sun in Dallas, Texas, the famous Walter Hagen, was playing for the PGA championship. During that memorable match, Walter Hagen, about to try a difficult shot, found the glare of the sun annoying. So, when he spotted a youngster in the crowd wearing a cap with a long sun visor, Walter Hagen walked up to the boy and asked him if he could borrow his cap to shade his eyes. Thrilled beyond words, the unknown boy whipped off his cap and proudly handed it to the famous golf champion. That moment changed the boy's life. Walter Hagen became that boy's idol and inspiration. From that moment on, that boy with the cap resolved to become some day a golf champion, too, just like the great Haig.

He did. As the years went by, he became recognized as the greatest golfer in the world. As a professional golf champion he made a fortune, and while still at the height of his fame, he retired to a life of ease and comfort.

That in brief is the story of a golf champion known to fame as *Byron Nelson*. And perhaps it all wouldn't have happened if one day he hadn't been an unknown boy spectator at a golf match, wearing a cap that Walter Hagen wanted to borrow. But it was from such a trifling moment that imperishable golf history was made.

Yes, it's often the little things that set the course of men and industries. Of course, once started, it takes some mighty big efforts to reach the top and stay there. In the flour business, Commander-Larabee has invested millions in research, milling and storage facilities . . . gathered a staff of experts in every phase of flour production, from the field to your shop. All to gain the experience, the "know-how," the facilities needed to give you the finest flour milled . . . Commander-Larabee's Flour!



Commander-Larabee Milling Company

GENERAL OFFICES

MINNEAPOLIS • 2 • MINNESOTA

Editorial . . .

Bread's Heavy Burden

A GENTLEMAN who is about to write an article about bread for one of the widely read national magazines came into our office the other day. He spent the greater part of the morning with us. The conversation ranged broadly over what is a very large subject. One of the many aspects of it which seemed to impress our visitor (he is a staff man assigned to his task) was the great responsibility which is universally imposed upon bread. The ideal appeared to be fixed pretty high. Bread was expected to be nearly all things to all men.

The magazine writer was thinking of some of the current efforts to make bread more palatable and nutritious by adding new ingredients—soy flour, for example. It had not occurred to him, and seemingly it has occurred to few of those who concern themselves with such things, that there is a point in this additive process beyond which bread ceases to be bread and becomes something akin to a pudding. If there is any logic in this, the process should not be stopped there. If bread should be pudding it should also be meat and drink. In other words, it should be converted into a complete food.

In this term, "complete food," we touch the basic philosophy which, consciously or unconsciously, underlies most of the thinking of those who propose to make bread better than they now believe it to be. To make bread better is a good thing, of course, but to convert it into something that is not bread may be a very bad thing indeed. There is no good reason to expect bread to be a complete or perfect food. Probably the only nutritionally perfect food would be a pill, and we are not ready for that.

Bread's place in the diet is a very special and peculiar one. It is a foundation stone, a bland and neutral supporter for those other viands needed for balanced nutriment. It lies between and keeps in proper relation those other things—the sweet, the sour, the spiced, the soupy, the meaty, and all the various taste teasers and excitors.

We have no idea what our magazine friend is going to say about bread. He will have, we

hope, some helpful suggestions as to how our daily loaf may be improved. It seemed to us that he listened with sympathy to our basic philosophy about bread, which is simply that all bread is good, and that some of it merely is better than other bread. The trouble with most popular writers is that they start with the premise that some bread or even all bread is bad. They overlook or avoid the fact that there is more good than bad even in the worst bread.

But whatever this new venture in staff of life journalism brings forth, one thing about the project is remarkable. The writer is seeking his facts from all the possible sources, and is including among these the makers of flour and bread, the technicians whose lives are devoted to the science of milling and baking. Hitherto, almost without exception, writers of popular magazine articles about bread have been nutritional cranks or dietetic crackpots with sentimental and often erroneous or exaggerated recollections of how good grandma's bread used to be. To these scribblers millers and bakers were scheming malefactors, whose crooked words should not be heard.

What has brought about this new approach? We like to think that among the causes are a wider interest in bread and a wider knowledge of it. The wider knowledge disqualifies and discredits the crackpot journalist. The wider interest compels attention from thoughtful editors of magazines reaching large groups of readers. Both of these things in major degree reflect some of the first results of the great public relations programs begun by the milling and the baking industries. That the man of industry should be consulted respectfully and with confidence by the magazine editor is a new and larger measurement of the statures of both of them.

• • •

Wrong Public Relationship

SOME editorial paragraphs in Editor & Publisher, the newspaperman's trade magazine, have caught our attention as being appropriate to certain labor-management relationships within the baking industry. These paragraphs seem to us worth borrowing for the instruction of those who wisely set up public relations programs but sometimes unwisely fail to support them to the fullest extent and in the most logical manner:

"Labor-management controversies are often front page stories. Reporters who write those stories try to get both sides for comment. Labor leaders, having news sense and knowing the value of a good story, are almost always available to reporters with prepared statements or ready comment. How often can that be said of management?

"Sometimes a management 'spokesman' is quoted, but more frequently there is the terse statement that the company president or chairman of the board, etc., was not available for comment.

"As a result, labor has its say in these controversies without any rebuttal. The effect on the public is just what one might expect—sympathy for the side that gets its story across fustest with the mostest.

"This situation will prevail until all businesses realize that public relations advisors belong on the top management level and not in the 'hired hand' category. If they are worth hiring, they are worth putting in a spot where they can do the job right."

We can't help thinking, in any case, that if the public can't be told virtually everything good journalism says the public wants to know, public relations programs might as well be junked. They won't thrive on shush.

Next Month . . .

● WALNUT VARIETIES will be the subject of next month's formulas feature by A. J. Vander Voort, technical editor of The American Baker. Sales minded bakers are becoming more and more aware of the popularity of walnuts. Mr. Vander Voort points out, since they are not only tops in decoration, but also in taste, flavor and appearance. Walnuts blend perfectly with such baked products as tarts, muffins, quick breads, and cookies—they can be used in cakes and cake topping to put something unusual on the display shelves.

● POINTS WHERE PRODUCTION might not be as efficient as it could be will be discussed next month in an article by George J. Emrich, Emrich Baking Co., Minneapolis, contributing editor of The American Baker, describing a check list of potential sources of loss in bakery operations. With volume declining and costs still rising, it is time for the bakery operator to mobilize all his experience and knowledge for use, it is emphasized.



CHEMICALS IN FOODS: The U. S. House of Representatives has unanimously authorized the appointment of a select committee to investigate the extent and use of chemicals, compounds and synthetics in food manufacture and their possible effect upon public health. The three-fold purpose of the group will have to do with the substances of chemical nature used in food, with the use of insecticides and pesticides and their effect on food, and the use of chemicals in fertilizers and the residual toxicity that may carry over to food.

Details on page 10

INSECT INFESTATION: Results of an extensive inquiry into the problem of insect infestation in railroad boxcars by a joint committee of bakers and millers have been combined into a bulletin issued by the American Institute of Baking.

Details on page 10

STRIKES: Settlements of four major bakery workers' strikes were reported during June—at Denver, Los Angeles, Seattle and Toledo—but two others—at St. Louis and Portland—were still in progress as of July 3.

Details on page 11

CENSUS OF BUSINESS: Substantial gains in the number and business volume of retail bakery stores were reported in the preliminary figures of the 1948 Census of Business recently released by the Bureau of the Census. The number of retail bakeries increased to 20,175 from 16,985 in 1939. Sales and receipts for 1948 totaled \$729,781,000, compared with \$168,027,000 in 1939. The number of paid employees in these businesses also increased heavily in the period.

Details on page 11

FLOUR MARKET: The fighting in Korea has injected a new bullish force in wheat and flour markets, George L. Gates, market editor of The American Baker points out. Wheat prices responded immediately to the war news, and the uncertainties of the situation may be expected to remain an important market influence. Also contributing to a strong price outlook is the increase in the price support level for wheat.

Details on page 12

FIELD DAY: Bakers, millers and grain men took stock of the new crop of Kansas wheat and looked to the future in wheat research at the annual field day of the Kansas Wheat Improvement Assn., held on a farm near Kansas City, June 16. Chief emphasis was put on the continuing need for further research accomplishments.

Details on page 13

ARBA CONVENTION: Retail bakers from all over the country joined in analyzing the "Sell, Serve, Satisfy," theme of the 32nd annual convention of the Associated Retail Bakers of America during the first West Coast meeting of the organization at Long Beach June 12-14. Beginning on page 14

(Further Spotlight Comment on Page 64)

This Month . . .

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House Authorizes Investigation into Use of Chemicals in Foods

By JOHN CIPPERLY

Washington Correspondent of
The American Baker

WASHINGTON — The House has unanimously authorized the appointment of select committee to investigate the extent and use of chemicals, compounds and synthetics in food and fertilizer manufacture and their possible effect upon public health. The resolution—HR323—was presented on behalf of the House Rules Committee and calls for a committee of seven House members to make the study.

The crusading zeal of the original sponsors of the resolution—Rep. Adolph J. Sabath (D., Ill.) and Rep. Frank Keefe (R., Wis.)—was noted by Rep. James J. Delaney (D., N.Y.), who led the appeal for approval of the resolution in the House. He described the authors of the resolution as "outstanding crusaders on public health."

Leaving little doubt as to his own zeal in this matter, Rep. Delaney, formerly a New York City district attorney, drew on testimony given at the recent Food and Drug Administration bread standards hearing to impress his colleagues with the latent dangers of chemical products in food. He cited testimony that "two companies in 1949 sold 10 million pounds of chemicals to be used in the manufacture of bread." He cited a record of applications of 500 chemical products for use in foods that had been submitted to FDA.

Triple Purpose

The hearings to be held by the select committee of the House will have a triple purpose, according to Rep. Delaney: "(1) To do with substances of a chemical nature used in food; (2) with the use of insecticides and pesticides and their effect on food, and (3) the use of chemicals in fertilizers and the residual toxicity that may carry over to food." Mr. Delaney described the hearings as an "effort to give the public information."

Bipartisan supporters of the resolution were not only concerned with the aspects of chemicals in food but some of them displayed an uncertainty over the nature of testimony given at the recent bread hearing. One Representative indicated that the investigation could not be finished in a year's time and that the study should be "a continuing one."

The resolution approved by the House gives the committee authority to subpoena witnesses before it on ap-

END OF HOME BAKING PREDICTED

OMAHA—"It may not be long until women will stop baking in the home altogether." This was the prediction voiced here recently by Henry Beard, 86, owner of the Omaha Baker's Supply Co., as he celebrated his 50th year in the baking industry. The firm co-sponsored a two-day baking school in cooperation with manufacturers. Mr. Beard, during a press conference, recalled that the baking industry has gained over the kitchen in the past 50 years until now only 10% of the nation's bread is baked in the home.

oval of the majority of the full committee.

Dunbar Letter

In explaining the nature of the problem confronting the committee, Rep. Delaney read into the record a letter from Dr. Paul B. Dunbar, FDA administrator, designating the problem facing FDA as "one of determining the toxicity of chemicals in food which have been insufficiently tested." Dr. Dunbar noted in his letter that it has been suggested the FDA act be amended relating to the use of new substances in food to show that they have been adequately tested

to determine their safety before they may be distributed in interstate commerce.

This closing comment of the Dunbar letter has been seen by some observers as a subtle appeal to the select committee to arm FDA with this authority.

Depending on how much money the House may provide for the activities of this committee rests the scope of its activities. Some observers believe that with a congressional campaign set for the fall there is some possibility that the committee will find itself unable to repeat the extensive hearings that were held before FDA. The marked interest of Republican House members in the resolution came as a surprise to baking industry leaders here, possibly indicating that they detect political fuel for the coming congressional campaign.

Copra Exempted from Import Controls in Extension of Law

WASHINGTON—The U.S. Department of Agriculture has been authorized to maintain import controls over fats and oil-bearing materials, exclusive of copra and its products, until June 30, 1951, when the President signed the bill extending this authority for another year. These import controls were due to expire June 30, 1950.

Included in the import control legislation is the additional authority to exercise import restrictions on rice and rice products.

The passage of this control legislation in this form is a matter of considerable satisfaction to Joseph M. Creed, Washington counsel of the American Bakers Assn., who had

urged Congress to exclude copra and its products from the coverage of the bill. The baking industry needs access to copra oil supplies and any arbitrary government controls over its import would have created an area of uncertainty in baking industry purchasing of this product and the subsequent operations of bakeries, Mr. Creed had pointed out. When the import control bill went to a conference committee for reconciliation between the two chambers, Mr. Creed urged the group to adopt the Senate version of the bill which excluded copra and its products. This position was sustained and as signed by the President copra controls are excluded.

Government Experts See Sugar Supply Situation as "Bearish"

WASHINGTON—In the absence of an all-out shooting war the sugar supply situation is "definitely bearish," according to government experts in touch with all the supply and demand factors. These officials report that a study of current information revealed that Cuba now has on hand approximately 1.85 million

tons of raw sugar. Of this quantity, Cuba is only expected to ship to the U.S., against allocations of supply under the Sugar Act of 1948, between 350 and 400 tons, which would leave a carryover of nearly 1.45 million tons at the time the new Cuba crop comes in.

Officials close to the foreign supply

situation declare that western European supplies are "comfortable" and that that area can get along without further Economic Cooperation Administration authorizations for the balance of this calendar year. ECA officials confirm this report, saying that they do not expect to make any further substantial sugar procurement authorizations for their recipient nations until next year. All western European nations are believed to have built up stocks of sugar and will shortly obtain domestic production. One western European nation recently contracted with Czechoslovakia for a substantial import of beet sugar, but on the basis of past experience it is doubted that any deliveries will be made under this contract. Last year a similar contract was negotiated but no deliveries were made. It appears that commodity sales from behind the Iron Curtain area are only fulfilled when those nations need dollar or sterling exchange credits.

Sugar experts here on learning of this condition in regard to this commodity agree that the statistical situation is definitely bearish, barring an outbreak of war which of course destroys the value of all statistical guides.

BREAD IS THE STAFF OF LIFE

President Vetoes Legislation on Basing Points

WASHINGTON — President Truman last month vetoed a bill designed to eliminate the confusion which has arisen over pricing practices by industry as the result of Supreme Court decisions involving the use of basing points. In his statement, Mr. Truman said the bill would "obscure rather than clarify the law."

The bill would have amended the Robinson-Patman Act and the Federal Trade Commission Act to allow sellers acting in good faith to sell at delivered prices and to absorb freight in meeting competition. However, the bill would have prohibited concerted action on the part of a group of sellers who acted jointly to establish delivered price systems for products.

Boxcar Insect Infestation Studied by Committee of Millers and Bakers

CHICAGO—A "practical and effective solution" to the problem of insect infestation in railroad boxcars is being prepared by a joint committee of millers and bakers and will soon be ready for presentation to the railroads, it has been announced by the American Institute of Baking.

Citing the increased activity of grain and flour insects with the coming of warmer weather, the AIB reviewed the situation in a special bulletin. A survey of bakers' practices indicated that many are relying upon car treatments which they doubtless think are effective but which leading cereal entomologists have reported are not to be depended upon to produce favorable results, the bulletin pointed out.

The bulletin reported results of an

extensive inquiry into the problem by a bakers' committee.

Fumigation "Futile"

"Fumigation of empty boxcars preparatory to loading with flour is futile," the committee reported, "regardless of the fumigant employed, as nearly all boxcars permit fairly rapid escape of gas and under these conditions those fumigants which might penetrate most of the hiding places of insects in boxcars are dissipated before they can aid."

"Fogging of empty boxcars with sprays gives disappointing results, even though such sprays as pyrethrum and DDT have real merit for other use. Here again the difficulty is that sprays do not reach the insect hiding places in boxcars. Also it is a fact

that all too frequently these sprays increase the amount of insect trouble in boxcars by distributing the insects and causing them to move about much more than they otherwise would."

"Use of envelope-type paper liners for boxcars is not a reliable barrier to insects as paper tears easily. Cutting insects also go through such paper, and there is a possibility of non-cutting insects following."

"Treated paper linings for boxcars, with the repellent on the outside, may also tear in transit. For this reason they are not a good preventive."

"No system of vacuum cleaning available to boxcars is sufficiently powerful to be totally effective in removing insects harboring in accumulations behind boxcar linings."

"Shooting" of loaded cars with in-

July, 1950

sufficient quantities of chloropicrin (tear gas) or methyl bromide or 'spot' fumigants, without sealing the cars, may have a psychological effect upon the man who opens the car door, but actually is of little help in keeping insects down.

"This summary of experience with various methods of treatment points clearly to the heart of this trouble being the insects which are hidden in accumulations behind boxcar linings, cracks, etc. They are not reached effectively by means ordinarily in use. It is rather obvious that the railroads have no over-all systematic policy or plan of dealing with the problem, and that they as a whole are not really trying to do so."

"A practical and effective solution of this problem is being prepared and will soon be ready for presentation to the railroads. Our committee is soliciting the active aid of the milling industry so that united pressure can be put upon the carriers. We will have an additional report to make at an early date."

Millers Plan Action

CHICAGO—The problem of insect infestation of boxcars will soon be brought directly to the attention of top officials of the principal railroads, according to a report in a recent issue of Hook-Up, publication of the Millers National Federation.

BREAD IS THE STAFF OF LIFE

Senate Exempts "Bobtailers" from Security Laws

WASHINGTON—The Senate, acting under the leadership of Sen. Walter George (D., of Georgia), killed a provision of the legislation amending the Social Security Act which would have brought bakery "bobtailers" under the coverage of the law. The Senate passed the Social Security Act changes and the measure is now awaiting a conference committee decision to reconcile the conflicts between the changes as approved by the two chambers. The House version of the bill would put responsibility for social security law provisions on bakers employing "bobtailers."

According to Sen. George, his amendment, while without the approval of the full Senate Finance Committee but with the consent of the majority leader Sen. Scott Lucas, (D., Ill.), would exclude from coverage of the social security laws employees who buy merchandise and sell it for their own account and not for the account of their principals. The Georgia Senator called this a clarifying amendment so that the matter can be thoroughly examined in the conference committee.

BREAD IS THE STAFF OF LIFE

ABA OPPOSES LIMITATIONS ON IMPORTED TREE NUTS

WASHINGTON — The American Bakers Assn. has registered its opposition to any action which will limit the availability of imported edible tree nuts for the baking industry. The ABA statement was contained in a recent letter to the U.S. Tariff Commission, which had called a public hearing to study the impact of imported nuts on domestically-grown nuts and products processed in the U.S. from such nuts.

Settlement of Four Major Bakery Strikes Reported as Two Continue

Settlements of four major bakery strikes were reported during June—at Denver, Los Angeles, Seattle and Toledo—but two others—at St. Louis and Portland—were still in progress as of July 3.

Bakery Workers' Strike Ends in Denver

Denver's 28-day bakery strike ended June 20 with the execution of a three-year contract between the bakery workers' local union and the 11 wholesale baking plants involved. Members of the union voted to accept the new contract, which provides for wage increases of 5¢ immediately, 3¢ in 1951 and 3¢ in 1952. The strike idled about 300 bakers and approximately the same number of bakery truck drivers. Picket lines established by the bakers' union were observed by the drivers until the day before the strike ended when the local bakery drivers' union decided to return its members to work. The strike settlement ended possible trouble between the two unions over the picket line violation.

With the new contract, the bakers also won two-week vacations after three years of service. Previously they earned two-week vacations only after five years' service. Bakery truck drivers benefit under the terms of the contract. The drivers had tentatively agreed June 10 to a 10¢ hourly wage increase spread over a three-year period, but the contract signed June 20 will give them an 11¢ raise in the same period.

12-Day Bakers' Strike Ends in Los Angeles

The 12-day strike against 21 Los Angeles area wholesale bakeries was ended June 29 when the 1,900 members of the local bakers' union voted by a narrow margin to accept the offer of the Baking Industry Council, representing the employers. Night shifts began operations that evening

and by July 1 the daily production was fully restored.

The settlement provided for a 5¢ hourly wage increase across the board, retroactive to May 1. For the time worked between this date and June 17, the first day of the strike, this provision meant an immediate payment of \$37.50 to each union employee. The base wage of Los Angeles bakers is now \$1.73 and in higher classifications runs up to \$1.95. At the lowest rung of the wage scale are women wrappers with less than 30 days' experience, whose scale is now \$1.05 hourly.

Other improvements in working conditions granted by the council were the five-day week, instead of the previous standard of six days. Eight hours of pay was guaranteed daily. Minor "fringe" benefits were also granted in the settlement.

The significance of the strike was the effort of the union to set a 35-hour weekly standard of employment. The union originally demanded a five-hour reduction in the work week without a reduction in the pay scale for the 40-hour week. In this objective the union conceded defeat and recommended that its members accept the offer of the council.

The 21 bakeries are the source of 90% of loaf bread in the Los Angeles metropolitan area of five million people. During the 12-day strike the city health department maintained a constant vigil against bread from the outside sources, on the grounds that the city had no jurisdiction over conditions of production. Numerous shipments of "outside" bread were confiscated, the largest being one of nearly a thousand loaves.

During the strike the bread output was maintained to meet Los Angeles needs by increased production of principally the large retail bakery concerns. At no time during the strike was there any serious shortage of bread.

In addition to the idle bakery employees, the strike put another 1,700 off the payrolls. The loss to employees in wages was estimated at \$50,000 daily, or \$600,000 for the 12-day strike.

Union strategy in the strike had

Gain in Retail Bakery Stores Shown in Census of Business

WASHINGTON—Substantial gains in the number and business volume of retail bakery stores were reported in the preliminary figures of the 1948 Census of Business released recently by the Bureau of the Census.

The number of retail bakery stores in the U.S. increased to 20,175, from 16,985 in 1939. This figure is the number of separate business locations rather than the number of business companies or organizations.

Sales and receipts for the year 1948 totaled \$729,781,000, compared with \$168,027,000 in 1939.

The number of paid employees of retail bakery stores was reported at 82,725 in 1948, compared with 28,933 in 1939. The report on employees was for the workweek ended nearest to Nov. 15.

Data for "caterers" were included with "eating places" in the 1948 census, while they were included with "bakery products stores" in the 1939 count.

The figures reported as a result of the 1948 Census of Business serve as a supplement to the information provided by the 1947 Census of Manufactures, which covered 6,797 wholesale and house-to-house bakeries and the manufacturing plants of multiple-unit retailers with a product value of \$2,416,891,000.

Information on the final 1948 Census of Business bulletins will be issued by the Bureau of the Census beginning in the summer of 1950 and requests should be addressed to the Director, Bureau of the Census, Washington 25, D.C.

been mapped out to press the demand against one plant, Orowheat, in the hope that by winning the 35-hour work week there that this standard could be enforced against all other wholesale bakeries. Simultaneous with the strike at this plant, the other 20 wholesale baking plants shut down, taking the position that a strike against one plant in the council was a strike against the entire council.

Seattle Strike Settled with 9c Increase

Striking bakery workers in Seattle, Bremerton and Everett returned to work June 29 following settlement of an 11-day strike against 70 plants in the three cities and involving some 1,100 bakers.

The strike was settled with a pay increase of 9¢ an hour, retroactive to May 1, and paid holidays. The union had demanded a five-day consecutive work week of 35 hours at the existing weekly wage rate for 40 hours. The agreement included withdrawal of suits filed by the Seattle Bakers Bureau against the union with the Superior Court and the National Labor Relations Board charging breach of contract and asking \$600,000 monthly damages.

No settlement had been reached through July 3 in the strike of bakers in Portland, Ore., begun simultaneously with the Seattle strike June 17.

Strike Ends at Four Bakeries in Toledo

Workers in four major Toledo bakeries ended their strike June 21 and returned to work. The bakers voted to return for a pay increase of 10¢ an hour, after originally asking a 15¢ hike. The strike, involving 220 workers, had halted production of about 65% of the baked goods consumed in the Toledo area, but increased schedules at bakeries not affected by the strike avoided serious bread shortages. Closed for the three days of the strike were the plants of the Continental Baking Co., General Baking Co., Jersey Bread Co. and Purity Bakeries, Inc.

Bakers' Strike Continues in St. Louis

The 27th day of the bakers strike that has closed 17 St. Louis wholesale baking plants was completed July 3, with 1,200 bakers and some 3,500 additional workers idle. There was some optimism for an early settlement expressed by the U.S. Conciliation and Mediation Service commissioner assigned to the case.

It is understood that strikers have offered to return under the first-year terms of a three-year contract proposal by the operators, later negotiating the terms of the second and third years on which differences remain. The operators' proposal as reported,

(Continued on page 75)

Korean News Dominates Markets

FLOUR PRICE TREND HINGES ON DEVELOPMENTS IN KOREA

Higher Wheat Loan Rates Announced by Government; Normal Price Pattern of Harvest Season Upset by Developments; Crop Estimate Hiked

By GEORGE L. GATES

Market Editor of The American Baker

The war in Korea has injected a new bullish force to wheat and flour markets. Wheat futures prices immediately shot up on news of the fighting and the U.S. decision to participate directly. Speculation on the possibility of a full-scale showdown with Russia as a result of the Korean conflict led, as war scares always do, to a general upward thrust on commodity prices. The uncertainties which surround the wheat market parallel the uncertainties which surround the entire world political situation. While the crop outlook improved during the past month and prospects for exports (not taking into account an unusual war demand) diminished further, wheat markets reflected other conditions which may be expected to keep flour prices firm. Prominent among them is the advance in the price support level for 1950.

Wheat futures in early July were 7 to 12¢ above the quotations in early June, with the largest gains shown at Chicago and Kansas City and the smaller ones at Minneapolis. Because of the harvest pressure in the Southwest, cash grain prices at Kansas City declined 3¢, a drop much smaller than normally would be expected at the peak of harvesting. Minneapolis cash prices were firm to slightly stronger. Flour prices, meanwhile, were steady to 10¢ sack lower in early July following a period of sharply lower quotations put into effect to build mill running time.

SUPPORT PRICE LEVEL HIKE 4 CENTS

Support prices for 1950-crop wheat, both on loans and purchase agreements, are 4¢ higher than 1949 on the national average at the farm level and 5¢ higher at terminals. The average support price on farms is \$1.99 bu. and \$2.31 at Chicago, \$2.28 at Minneapolis and \$2.26 at Kansas City. Thus farmers who participate in the government programs are assured a return on their wheat equal to or above these prices. Serving as an effective floor under wheat values, the higher support levels are bullish.

PROPOSED LOUISIANA LAW ON LABELING KILLED

BATON ROUGE, LA. — The bill which would have prescribed new and special labeling requirements for both bread and flour was killed in committee June 7. The bill—S. B. 61—had been a target of strong opposition from bakers and flour distributors. A delegation of industry representatives was on hand when the bill was being considered by the Louisiana state legislature's committee on health.

on flour prices, providing the support program operates as efficiently as it has in the past. There were no indications in early July—particularly in view of the Korean situation—that the loan program would not do its job.

WIDE PARTICIPATION IN PROGRAM SEEN

Widespread participation in the support program was indicated in the Southwest as the harvest expanded. Receipts at terminals, while up sharply from a month earlier, were not as large as those in recent years. Market observers noted a tendency of wheat producers to hold back supplies. In Kansas, for example, it was estimated that of all wheat delivered to country elevators only 20 to 30% is being offered for sale, with the remainder held by producers. Even in areas of heavy production the rush of hauling kept up for only a few days then was cut off abruptly. This holding tendency is attributed to war possibilities and the strength in wheat prices. A shortage of boxcars, partially due to the railway switchmen's strike, also has cut down terminal wheat receipts.

HARVEST PROSPECTS SHOW IMPROVEMENT

Favorable weather during June improved crop prospects in the Southwest, and the spring wheat crop generally is making good progress, although the lateness of the planting is still a potential hazard. The government's June estimate of production raised prospects for winter wheat 20 million bushels to 710 million bushels. It also made a preliminary forecast of spring wheat output of 234

million bushels. Total production for 1950 was estimated at 944,514,000 bu., 18% less than last year and the smallest crop in seven years. Despite the reduction, supplies are expected to be adequate for all foreseeable domestic and export needs. The winter wheat crop is of higher quality than last year, with test weights averaging 59.5 lb. against 55.4 lb. a year ago and protein 13%, compared with 12.3% in 1949, according to one survey. This gain in quality partially offsets the decline in production.

LARGE CARRYOVER EXPECTED AGAIN

A recent government appraisal of the wheat situation points out that based on current crop estimates and expected domestic use of 700 million bushels, disappearance of wheat in 1950-51 is expected to be about equal to production and provide a carryover of approximately 450 million bushels, the same as this year. Exports in 1950-51 may fall as low as 250 million bushels or go as high as 325 million bushels. Shipments will depend on the extent to which the U.S. goes in helping deficit countries, U.S. price policies and the ability of importers to purchase wheat elsewhere. The appraisal was issued before the Korean warfare started, however, and therefore must be interpreted in the light of future developments.

THREAT TO RICE PRODUCTION CITED

While the U.S. holds large supplies and production in other nations is at a postwar peak, the fighting in Korea brings into immediate question the adequacy of world wheat reserves, according to government spokesmen. Impairment of rice production in Korea will make it necessary for Japan to seek supplies elsewhere in the far eastern "rice bowl" of Burma, Indo-China and Siam. However, if these nations should come under Communist control, it is believed that the Western Hemisphere would be called upon to supply wheat to replace the rice requirements of Japan, India and France. While this comment is hinged on a big "if," it is worth keeping in mind when considering the world wheat supply balance.

Because of the upset dealt the

wheat market at time of the southwestern harvest peak, flour buyers have not booked as large amounts as usual for this time of the year, although purchases have been stepped up substantially since June. Mills did not find it possible to discount flour for future shipment, and buying in early July therefore was confined to relatively nearby needs. Both buyers and sellers were acutely aware of the uncertainties which grip the market, and neither apparently was ready to make long-term commitments. Meanwhile, buyers of spring wheat flour had an opportunity to purchase for July and August needs at favorable levels, and a good share of the demand that will exist before new crop spring offers are made apparently has been satisfied.

BREAD IS THE STAFF OF LIFE

Flour Output Reported Lower During April

WASHINGTON—Wheat flour production by U.S. mills during April, 1950, amounted to 16,864,000 sacks, 16% below the total for March, 1950, and 2% less than that for the same month of 1949. The Bureau of the Census, in announcing the total, said that "this was the lowest April level in recent years."

Wheat flour mills operated at 57.8% of capacity in April, compared with 63.6% during March, the Census Bureau said.

April wheat grindings amounted to 39.2 million bushels compared with 46.6 million bushels in March. Wheat offal output was 387,000 tons in April and 402,000 tons the previous month.

The decline in wheat flour output was rather uniform in all of the principal flour-producing states. The declines in leading states, percentage-wise, compared with March, 1950, production, are: Kansas, 13½%; Minnesota, 18%; Missouri, 16%; New York, 19½%; Oklahoma, 20%; Texas, 13½%, and Washington, 12%.

The figures reported by the Bureau of the Census represented the production of all commercial flour mills in the U.S. About 96% of the totals are reported by the 400 largest mills and the balance, 4%, is estimated.

▼ ▼

RYE FLOUR PRODUCTION DECLINES 10% IN APRIL

WASHINGTON—The Bureau of the Census estimates that rye flour production by U.S. mills during April, 1950, amounted to 159,000 sacks, a decline of about 10% from the March total of 177,000 sacks. Rye ground during April totaled 356,000 bu., compared with 392,000 bu. during March.

BREAD IS THE STAFF OF LIFE

CONTINENTAL DIVIDENDS

NEW YORK—The board of directors of Continental Baking Co. has declared the following dividends: A quarterly dividend of \$1.37½ a share on the outstanding \$5.50 dividend preferred stock payable July 1 to holders of record of such stock at the close of business June 16; and a regular quarterly dividend, for the second quarter of the year 1950, of

The Stock Market Picture

Quotations on baking, milling and allied stocks listed on the New York Stock Exchange and the New York Curb Market:

	1950	1950	1950
	High	Low	Close
Burry Biscuit Corp.	5½	3½	4½
Continental Baking Co.	19¾	14¾	15½
Continental Baking Co., \$5.50 Pfd.	100	95½	92½
General Baking Co.	12	10	9½
General Baking Co., \$8 Pfd.	166	156	148½
Great A. & P. Tea Co.	146¾	128½	126¾
Great A. & P. Tea Co., \$5 Pfd.	137	130	132½
Hathaway Bakeries, Inc., "A"	11½	9½	9½
Horn & Hardart Corp. of New York	34	32½	32½
Horn & Hardart Corp. of New York, \$8 Pfd.	167	158	159
National Biscuit Co.	39%	35½	37½
National Biscuit Co., \$7 Pfd.	186	181½	177½
Purity Bakeries Corp.	24½	30	29½
Sunshine Biscuits, Inc.	63½	55	53½
United Biscuit of America	33	28	28½
United Biscuit of America, \$4.50 Pfd.	110	106½	107½
Wagner Baking Co.	9½	7	7
Ward Baking Co., Warrants	6½	4½	4
Ward Baking Co.	19½	15½	15½
Ward Baking Co., \$5.50 Pfd.	105½	97	102½

Closing bid and asked prices on stocks not traded July 1:

	Bid	Asked
Wagner Baking Co.	5½	6
Wagner Baking Co., Pfd.	110	112

*Previous close.

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40¢ a share on the outstanding common stock, payable July 1 to holders of record of such stock at the close of business June 16.

—BREAD IS THE STAFF OF LIFE—

GENERAL BAKING DIVIDEND

NEW YORK—George L. Morrison, president of General Baking Co., has announced that the board of directors has declared a dividend of 15¢ a share on the shares of common stock payable Aug. 1 to the holders of record July 17, and the regular dividend of \$2 a share on the \$8 preferred stock, payable Oct. 2 to holders of record Sept. 18.

—BREAD IS THE STAFF OF LIFE—

SEVEN ACTIONS INVOLVING BAKED PRODUCTS REPORTED

WASHINGTON—Dispositions of seven cases involving adulteration of baked products were reported in two recent issues of Notices of Judgment under the Federal Food, Drug and Cosmetic Act. The cases were instituted in U.S. district courts by the U.S. attorneys, acting upon reports submitted by the Federal Security Agency.

The dispositions, in most cases involving fines and condemnation and destruction of the products, were completed between Aug. 24, 1949, and December 14, 1949.

—BREAD IS THE STAFF OF LIFE—

SPAULDING BAKERIES REPORTS HIGHER NET

Spaulding Bakeries, Inc., has reported net profit of \$109,495 for 1949, equal to 6¢ a common share, compared with \$67,925 in 1948. Net sales were reported at \$9,125,118, compared with \$9,252,273 the year previous.

—BREAD IS THE STAFF OF LIFE—

KANSAS WHEAT QUALITY HIGH, F. H. McKOWN SAYS

WICHITA, KANSAS—Present indications are that the Kansas wheat crop will average considerably higher in protein and test weight this crop, compared with last year, according to Francis H. McKown, vice president in charge of the grain department of the Kansas Milling Co., Wichita. Early receipts from the 1950 harvest are showing up exceptionally well in milling and baking qualities, he said.

The milling company grain man also believes the total crop output may exceed the recent government estimate because of the favorable weather conditions that have prevailed since June 1. A large crop may create a storage problem at Kansas terminals during the harvest movement, Mr. McKown observed.

Some storage space has been added since a year ago, but probably not enough to care for the new crop and carryover in some places, he said.

The Kansas Milling Co. a short time ago added 1,000,000 bu. to its storage capacity at Wichita, giving the company a total of 3,500,000 bu. at this terminal. In addition, the milling firm has 200,000 bu. of space at its Cherryvale, Kansas, mill and 400,000 at Marion, Ohio, as well as 600,000 bu. on 30 country elevators, an overall total of 4,700,000 bu.

—BREAD IS THE STAFF OF LIFE—

AMF DIVIDEND

NEW YORK—The board of directors of American Machine & Foundry Co. has voted the regular quarterly dividend of 97½¢ a share on the 3.90% cumulative preferred stock, payable July 15 to stockholders of record on June 30.

Need for Further Wheat Research Cited at Annual Field Day Event

By MARTIN E. NEWELL

Associate Editor of
The American Baker

KANSAS CITY—Millers, bakers and grain men took stock of a fine new crop of Kansas wheat and gave thought to future wheat research needs at the annual field day of the Kansas Wheat Improvement Assn. at the Paul Uhlmann farm near Kansas City, June 16.

With one of the state's finest quality crops in the making this year, the association members and wheat improvement workers had every reason to be proud, yet the chief emphasis during the program was placed on the many problems still unsolved and the continuing need for further research accomplishments. This fact was emphasized in the description of the experimental plots on the Uhlmann farm by C. E. Skiver, director of the wheat improvement association, and again later in the address of R. I. Throckmorton, dean of the school of agriculture, Kansas State College, Manhattan.

Much Interest in Program

About 700 attended the field day festivities. In addition to farmers in the vicinity, there was an impressive array of nationally known figures in the milling and baking fields. These men represented a substantial portion of the flour buying and flour manufacturing volume of the entire nation and included practically all of the leading companies in both industries, a tribute to the importance attached to the wheat improvement work.

"There is no question in anyone's mind that wheat improvement has paid off for the farmer, the miller, the baker and the consumer," M. Lee Marshall, chairman of the board of the Continental Baking Co., New York, said in making the principal address of the meeting. "It is hard to believe," he continued, "that vari-

eties which were practically unknown in 1943 today account for 72% of the Kansas wheat acreage or that the 14 acres of Pawnee in the state in 1943 have become 5 million acres."

"The introduction and spread of better varieties is only one phase of the wheat improvement program," the baking industry leader said. "It is all mighty important to us—the improvement of wheat storage, particularly sanitation and fumigation, seed cleaning and treatment, and the example this association has set for farmers in other states."

"If the quality of our products does not show steady improvement, neither can our business," Mr. Marshall declared. He praised the work done, saying that it enabled bakers to standardize their production and turn out products of uniform quality, and also helped to meet competition from other foods.

Mr. Marshall expressed concern over the downward trend in per capita consumption of bread. There are many reasons for this, such as the decline in hard physical labor, which cannot be changed, but food faddism and misinformation can be combatted, he said.

Quality Products Important

"One thing we can do," the speaker concluded, "is constantly improve the quality of our products and thereby improve our competitive position and enable us to say without fear of contradiction: 'Bread is your best food—eat more of it.'"

Dean Throckmorton pointed out that there is still a great need for wheat variety improvement. Among the current problems he mentioned is the need for wheats resistant to mosaic disease, which cost Kansas growers \$30 million last year, and leaf rust. He said also that more research work is needed on wheat storage problems such as insect infestation and loss of milling and baking qualities which sometimes occur. The Kansas State College dean cited

the close interrelation between wheat producers, grain handlers, flour millers and bakers. Any factor that influences one group will likewise affect the others, he said, and when one group or the other forgets this fact, it weakens the position of all the others.

Cites Farmers' Responsibility

As a representative of wheat producers, Herman Praeger, president of the Kansas Farm Bureau, said that Kansas farmers have a great responsibility, since they raise sometimes up to 25% of all the nation's wheat. He described the educational program recently inaugurated by the Kansas Wheat Quality Council, which has undertaken a campaign to keep the wheat produced in the state "as pure and sweet as when it is harvested until it reaches the consumer." Many meetings have been held to assist farmers in wheat storage problems and in promoting a system to combat insect infestation in stored grain, he said. Others are scheduled for this fall.

Jess B. Smith, president of the wheat improvement organization, was master of ceremonies during the speaking program. He pointed out that in no area in the entire world is there such a concentration of wheat acreage as in Kansas and reiterated the association's slogan, "Better Wheat Makes It Better for All."

Guests See Test Plots

Under the direction of Mr. Skiver and C. T. Hall, county agent, the guests toured the wheat plots where some 15 varieties were growing side by side. On display were some of the earlier wheats such as Turkey (once the premier wheat of Kansas) and Tenmarq which are forebears of the present approved varieties, Pawnee, Comanche, Wichita and other acceptable wheats such as Triumph. Other varieties coming up and old ones passing out of the variety picture include Westar, Early Blackhull, Red Chief, Early Danne, Bluejacket and others in the experimental stages simply designated by numbers.

The better results attainable with various fertilizer applications were also pointed out and experiments were shown where efforts were made to increase protein content of wheat with nitrogen sprays. One plot represented wheat that had been subjected to atomic radiation by one of the Bikini scientists studying this problem. The radiation considerably retarded kernel development. Further study of the plant changes is going on.

A barbecue dinner followed the field day program.

Many Flour Buyers

A feature of the field day gatherings each year is the attendance of a large number of flour buyers and top executives of many of the larger baking companies. These visitors and other out-of-town celebrities in the milling and associated fields were entertained at several gatherings. Among the leading flour buyers and bakers at this year's field day were:

Howard B. Cunningham, vice president and flour buyer, and George H. Koppers, president, National Biscuit Co., New York; Fred Pfizenmayer, flour buyer, and M. Lee Marshall,

(Continued on page 69)



KANSAS FIELD DAY SPEAKERS—Prominent on the program of the annual field day of the Kansas Wheat Improvement Assn., held at the Paul Uhlmann farm near Kansas City June 16 were the men pictured above. They are, in the usual order, Mr. Uhlmann, M. Lee Marshall, Continental Baking Co., New York; R. I. Throckmorton, director, Kansas Agricultural Experiment Station, Manhattan; Dr. H. E. Myers, head of the station's agronomy department, and Jess B. Smith, president of the wheat improvement association. The picture was taken in one of the wheat test plots on the Uhlmann farm.

ARBA Holds 32nd Annual Convention

LONG BEACH, CAL., SCENE OF FIRST WEST COAST MEETING

"Sell, Serve, Satisfy" Stressed as Theme of ARBA Convention—Value of Public Relations and Management—Employee Cooperation Emphasized

By W. E. LINGREN and F. W. COOLEY, JR.
Editorial Staff of The American Baker

LONG BEACH, CAL.—With repeated emphasis on the 1950 convention theme of "Sell—Serve—Satisfy," the Associated Retail Bakers of America held its 32nd annual convention at the Municipal Auditorium here June 12-14. It was the first West Coast convention in the history of the organization.

George Lauck, Lauck's Bakery, Fresno, Cal., co-chairman of the program committee and co-chairman of that day's general session, called the opening session to order June 12 and introduced Hugh Ebmeyer, priest of the Church of Latter Day Saints and son of Hugo Ebmeyer, Ebmeyer Bakery, Montrose, Cal., who pronounced the invocation. Paul Clissold, Bakers Helper, Chicago, led the audience in the singing of the Star Spangled Banner.

Walter M. Jennings, executive secretary of the Associated Retail Bak-

ers' personnel keep the store sparkling, guide personnel conduct, and to safeguard the product in order to protect the bakers' profit.

The third and final phase, management, was sub-divided into financial counsel to plan profits and prevent losses on a national basis, legal counsel to protect the bakers' business and to interpret local, state and federal laws which might affect him. Cost analysis also rates considerable attention under the management plan, it was emphasized, and public relation policies on a local plan to inform the bakers' community that his business is their servant was listed as the last and a very important phase of the management section.

Tribute to Youth

William Schonleber, Aunt Jennie's Bake Shop, Rochester, N.Y., paid tribute to youth's outlook on the future of the industry and the nation and introduced Hugo Ebmeyer, general convention chairman, who pointed out that this 32nd annual convention of the ARBA was the first ever to be held on the West Coast. He recommended that bakers from the East and West exchange ideas so that each might take something back from the convention which would help his business. He pointed out that the general sessions are the method by which the bakers gather these ideas to take home.

M. G. Rhodes, Standard Brands,

ers of America, Chicago, presented the new program of the ARBA, which emphasizes that "your business needs three heads," management, production and merchandising. Using colored slides to assist his presentation, Mr. Jennings showed how the three vital segments of ARBA's new program form the key to the free enterprise system. He emphasized that courage is the vital ingredient for today's living.

The speaker divided the three heads on the body of modern business into sections to further define them. He pointed out that the ARBA intends to furnish the baker, under the merchandising section of the program, market information, sales training, sales promotion and advertising in order to teach the bakers' personnel to sell the products, to attract patrons, and to build store traffic in order to move merchandise through increased sales.

The production phase of the ARBA plan was defined by Mr. Jennings as product research to develop and improve old products, devise new ones and develop new methods in procedures; machinery and equipment data, to present problems and the need for equipment for retail bakers to manufacture; product finish to give the bakers' products the right size, shape and appearance; and the proper housekeeping procedure, which Mr. Jennings stated he preferred to the word sanitation, to make bakery per-

Inc., Chicago, speaking for the Allied Trades of the Baking Industry, tendered the allied trades' congratulations and best wishes to the ARBA. He stated that the purpose of the allied trades association is to follow where the baking industry leads. Mr. Rhodes stated that ATBI was a service organization whose purpose is cooperation wherever needed by the baking industry.

L. D. Pritchard, vice president of the Bank of America, in his address on "The Business Man's Responsibility to His Community," stated that there are two reasons for being interested in the relationship of business to its community. The first is good business, he said, since the best salesman in the world is a satisfied customer in a community which believes in the businessman. The second reason does not show such immediate results, Mr. Pritchard said, but will show in the long run. The speaker said that business has a contribution to make the preservation of the present system of business and the free enterprise system of business as a whole through consumer relations.

He said that the employees must be convinced of the employer's feel-

ing toward them or else financial contribution would not be of much help. Saying that the public feels this way as well, Mr. Pritchard pointed out that business must do a better job tomorrow than yesterday toward good customer relations, good employee relations and good community relations. The speaker spoke of morale and improved human relations with the people who work for him, the technique of getting along with people and recommended the positive approach rather than the negative to problems concerning the business and its personnel, saying that management's interest in its employee is of vital importance. Leadership and the exercise of leadership is not idealism, but practical business, as is correct business and consumer relations, the speaker pointed out, emphasizing that one should treat the business customer as one would a personal friend. He recommended the use of courtesy, diplomacy and restraint in all dealings with the public under any circumstances.

"Associations in themselves are industry's universities," Albert E. Wiehn, Wiehn's Bakery, Cleveland,

Louis Dudt Named President of Retail Bakers' Association

LONG BEACH—Louis J. Dudt, Dudt's Bakery, Pittsburgh, was elected president of the Associated Retail Bakers of America during the morning session June 14 of the association's 32nd annual convention here.

Albert E. Wiehn, Wiehn's Bakery, Cleveland, president of the association for the past year, was named chairman of the board of directors, succeeding John Benkert, Benkert Bakeries, Inc., Long Island City, N.Y.

Walter Jennings was reappointed

executive secretary of the association at the directors' meeting June 14.

Other association officers elected were B. E. Godde, Godde's Pastry Shoppes, Battle Creek, Mich., first vice president; George Lauck, Lauck's Bakery, Fresno, Cal., second vice president; Otto Berchtold, Berchtold's Bakery, Westwood, N.J., third vice president, and Bernard E. Nehls, Nehls' Bakery, Chicago, treasurer.

Five directors were elected for three-year terms: Fred W. Poehlmann, Poehlmann Baking Co., Milwaukee; Roy Braden, Braden Cake Shops, Dallas; D. W. Newcomb, Newcomb Baking Co., Quincy, Mass.; John Kornmayer, Kornmayer's Pastry Shop, Council Bluffs, Iowa, and Walter Bauer, Bauer Bros. Bakery, New York.

Charles Oswald, Oswald Baking Co., Chicago, was elected to the board to fill the vacancy of Mr. Nehls, who had been named treasurer. Named a director by the board, was Frank Gant, Quality Bakery, Spartanburg, S.C. The other director to be elected by the board will be named at the next meeting.

The ARBA voted to establish and sponsor a unit to be called the Future Bakers of America, which would be made up of sons of ARBA members who were under 21. Other resolutions passed at the convention called for a study of the by-laws in regard to changes in the duties of the officers and for a revision of the dues basis of the ARBA. A committee is to be appointed by the president to study the advisability of such changes.

H. J. Patterson, Pillsbury Mills, Inc., Minneapolis, was named chairman of the allied advisory committee of the ARBA, succeeding Jack Eagen, Procter & Gamble, Cincinnati. Al Pleus, Standard Brands, Inc., New York, was named co-chairman of the group.



ARBA LEADERS—Officers and staff members named at the recent convention of the Associated Retail Bakers of America in Long Beach are shown above. Seated, left to right, are: Albert E. Wiehn, Wiehn's Bakery, Cleveland, chairman of the board; Louis J. Dudt, Dudt's Bakery, Pittsburgh, president; B. E. Godde, Godde's Pastry Shoppes, Battle Creek, Mich., first vice president, and George Lauck, Lauck's Bakery, Fresno, Cal., second vice president. Standing, left to right, are: Walter Jennings, executive secretary; Otto Berchtold, Berchtold's Bakery, Westwood, N.J., third vice president, and Bernard E. Nehls, Nehls' Bakery, Chicago, treasurer.

president of the ARBA, said in his president's report. "Our attitude must be that the problems confronting the industry today must, if possible, be answered today, and then we must employ the ingredients of business that will make America safe. The ingredient so lacking in our national economy is vision," Mr. Wiehn pointed out. "I believe that our program is visionary and it will succeed because it is fundamental."

Mr. Wiehn then introduced Arthur Van de Kamp, Van de Kamp's Holland Dutch Bakers, Inc., Los Angeles, as the convention's keynote speaker on "Sell-Serve-Satisfy."

ARBA Convention Theme Defined

"The year 1950 holds a challenge for all of us," Mr. Van de Kamp said. The speaker pointed out that the long range view of business was probably a little more realistic than the optimistic short range view because he said the bakers' business did not grow in a year.

"Selling begins before merchandise is produced," he said, pointing out that "goodwill is the only asset that competition can't undersell—good will cannot be planned."

Mr. Van de Kamp stated that business today is highly complex. Few businessmen actually find time to sell, serve and satisfy, Mr. Van de Kamp said, since they are too busy figuring out taxes, insurance and other routine business matters to have time to properly analyze their own critical business conditions.

"A 'may I serve you?' attitude at the point of sale and a surrounding that breeds cheerfulness is fundamental today if we are to survive tomorrow," the speaker pointed out. "It is the things you can't advertise or talk about that breed success. You can't advertise 'come to my bakery, all of our girls smile.' It is something that must be reflected by top management. It doesn't cost you one nickel to secure this spirit of cooperation—it doesn't cost you one nickel to reflect this cooperation from your sales personality or customers."

Mr. Van de Kamp recommended that the individual baker look at its setup from the public's viewpoint to

see if he has been lacking in modernization, initiative, or plain business housekeeping.

The speaker recommended that the individual baker let service and quality do his selling job for him. He listed as fundamental the fact that "a business is financed, a plant is built and an organization is developed for the purpose of producing something that can be sold at a profit, and then selling it. The creation of an efficient selling process is the ultimate purpose of an organization, and if it fails there the organization fails."

"The vital importance of the selling is obvious," Mr. Van de Kamp pointed out. "The public does not have to buy from us, the public is a peculiar thing; the public does not always automatically seek the best, it does not know the difference between price and value, it does not automatically reward enterprise and service. The public must be told and sold before it will extend rewards." It is a fallacy that the public knows what it wants, Mr. Van de Kamp said. It must be taught its desires and needs, except the most elementary ones. "The public will not demand over any great length of time what it is not constantly reminded of, since men die and forget all your labor and investments. In a brief interval there are born several thousand lusty boys and girls to whom the baker and what he sells means less than the Einstein theory. The whole job of giving them the information they are going to need in order to form an intelligent public opinion and to exercise an intelligent influence in the community has to be started from the beginning and done over and over again," the speaker said.

Mr. Van de Kamp recommended that if there was a business problem the baker needed help with he call on the industry associations which have "made a business of this thing." In closing the speaker suggested the baker be sincere to his customers, be helpful to his community and cooperate with his association.

Mr. Jennings then appeared with his promise of the convention: Under the "sell" portion of the slogan, an

(Continued on page 16)



Miss Joyce Holden, "Miss Cheesecake of 1950"

Bakers' Products Promoted on Radio

LONG BEACH—Promotion of the products of the retail baker was tied into the fields of radio and the movies during the recent convention of the Associated Retail Bakers of America here.

The June 13 broadcast of the Arthur Godfrey show from New York, sponsored by Pillsbury Mills, Inc., included an extensive salute to the ARBA convention. A transcription of this show prepared by the Columbia Broadcasting Systems' Hollywood station, KNX, was presented at the general convention session on the morning of June 13. Prominently featured in the Godfrey broadcast was a promotion of the Fiesta Fruit Fan, tying in with the Pillsbury advertisement in a recent issue of Life magazine. The products of the retail baker were promoted to a vast radio audience nationally in the inimitable Godfrey manner.

Al Wiehn, ARBA convention president, was interviewed on the morning news broadcast of Sam Hayes, over the National Broadcasting Co. sta-

tion, KFI. The broadcast is sponsored by General Mills, Inc. Mr. Wiehn was interviewed in the lobby of the Wilton Hotel, from which the broadcast originated.

Arrangements were made with Universal Pictures to feature Joyce Holden, who served as "queen" of the convention, as "Miss Cheesecake of 1950" in the promotion of cheesecake by retail bakers during the remainder of the year.

Jack Eagen, Procter & Gamble, Cincinnati, chairman of the allied advisory committee of the ARBA, and Walter H. Hopkins, director of the Bakers of America Program, Chicago, made a trip to Hollywood June 12 to arrange for a tie-in promotion with the coming Paramount picture to be titled "The Greatest Show on Earth." The picture will be under the personal supervision of Cecil B. De Mille. Plans call for retail bakers to tie in with the advertising and promotion of this picture when it appears in their towns by producing and promoting a circus cake.

ARBA Convention Sidelights

Those ladies attending the convention who did not attend the first session of the ARBA convention in the Municipal Auditorium June 12 made a tour of Knott's Berry Farm, noted eating spot and "ghost town" a few miles from Long Beach. Some went on to Los Angeles for a television show and a tour of the Farmers Market.

The bakery products display sponsored by the Allied Trades of the Baking Industry of Southern California drew some 165 entries in five classes of competition. J. W. Dougherty, Procter & Gamble, Los Angeles, was chairman of the committee. The products were on display during the hours of the exhibition and winners of the awards in each class were announced at the allied trades' luncheon held June 13. Joyce Holden, universal movie starlet, presented the awards to the following winners:

Cake: 1st place, Van de Kamp's Holland Dutch Bakers, Los Angeles; 2nd, Community Bakery, Whittier; 3rd, Nyberg's Bakery, Santa Monica.

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ARBA Exhibition Sidelights

LONG BEACH—More than 50 allied trades concerns and associations had displays at the exhibition held during the 32nd annual convention of the Associated Retail Bakers of America at Municipal Auditorium here. The exhibits filled the main exhibition floor of the auditorium. The representatives of the exhibitors were busy answering questions and furnishing information regarding new products, merchandising ideas and services available to the retail baker.

One of the most interesting exhibits was the "Miracle Mile of Bakery Promotion," a cooperative display sponsored by the Allied Trades of the Baking Industry of Southern California. Seven allied trades concerns cooperated to make this display particularly effective. The Columbus show-cases were furnished by the West Coast Supply Co. A huge display of lapel orchids which were given to the ladies, was furnished by Flowers of Hawaii, Inc. An orchid queen was on hand to present the corsages. The "Fiesta Fruit Fan" of Pillsbury Mills was on display, together with some of the merchan-

dising materials connected with it.

The General Mills "Roses-in-Snow" cake promotion occupied another case. Procter & Gamble's "Summer Style Show" was featured in one of the front display cases, as was a large collection of cookies furnished by the Decko Manufacturing Co. The cash register on the back bar was furnished by the National Cash Register Co.

The booth of Durkee Famous Foods was the subject of special comment because of its ultra modern design. The exhibit was the result of a contest between students of an advanced art class at the University of California at Los Angeles. The UCLA students were told that the company wanted a design that would enable them to display bakery products that the visiting baker could see, feel and taste and at the same time be simple. An eye-catching feature of the display was a realistic tree, designed from Danish pastry, eggs and bak-

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AT ARBA CONVENTION—Minnette Crouch, General Mills, Inc., Minneapolis, interviews the "mystery shopper" during the June 13 morning session at the Long Beach convention of the Associated Retail Bakers of America in the illustration at the left above. Next, William Doty, California Raisin Advisory Board, presents a gavel from Japanese bakers to Albert E. Wiehn, Wiehn's Bakery, Cleveland, president of the ARBA. Walter Hopkins,

director of the Bakers of America Program, Chicago, is shown in the third picture as he discussed the bakers' program, and in the picture at the right, Miss Crouch, Mabel Harris, Swift & Co.; A. Pion, Swift & Co., and Essie Elliott, food consultant, make up a panel to tell the baker what his female customers expect of him. Discriminating buyers will go a long way to buy quality products from a retail baker, it was stated.

Afternoon Sessions Feature Demonstration and Clinics

LONG BEACH—The afternoon demonstrations and production clinics held during the recent Associated Retail Bakers of America convention here were well attended throughout the meeting. Frank Jungewaelter, of the ARBA headquarters staff, served as coordinator for this phase of the convention program.

At the June 12 demonstration, Ralph S. Herman, General Mills, Inc., Minneapolis, was commentator. Demonstrations on sweet yeast goods were given by Walter Frey, Procter & Gamble; Carl Barthel, National Yeast Co., and Frank Monazi, Standard Brands, Inc. That afternoon's production clinics were under the direction of A. J. Forsman, Red Star Yeast & Products Co., Milwaukee, and Paul Busse, Anheuser-Busch, Inc., Chicago.

A June 13 afternoon session was devoted to specialty profit builders such as pies and a multi-purpose dough intended for a large variety of premium specialty methods using the mix method. H. J. Patterson, Pillsbury Mills, Inc., Minneapolis, was commentator of the demonstration with Roy Rich, Consumers Yeast Co.; H. J. Brodbeck, Brolite Co., and W. M. Doty, California Raisin Advisory Board, serving as demonstrators. Frank Helmer, Wesson Oil & Snowdrift Sales Co., and Boston Strause, Cling Peach Advisory Board, appeared at the clinics held later that afternoon.

Cream cakes and custards were the subject of the demonstrations and clinics the afternoon of June 14, with William Wunlucky, Durkee Famous Foods, Chicago, as commentator.

Jack Snyder, Jack Snyder Co.; Fred Wheeler, Armour & Co., and Paul Pfrommer, Durkee Famous Foods, were the demonstrators. R. L. Mourer, Swift & Co., and E. F. Briggs, Bakery Equipment Manufacturers Assn. were in charge of the production clinics.

ARBA Convention

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army of sales ideas to increase sales and profits. Serve: A parade of products consumer tested and accepted. Satisfy: A regimen of facts to increase management efficiency. Mr. Ebmeyer and Harry Becker, Manhattan Bakery, Manhattan Beach, Cal., were the final convention officials to appear on the program announcing the official opening of the exhibition hall. Features of the afternoon of June 12 were demonstrations on sweet yeast goods and two production clinics.

Tuesday, June 13, was "California Bakers Forum" day at the convention. The sessions were under the sponsorship of the Allied Trades of the Baking Industry of Southern California, and Robert Shipp, Sugar Products Co., Los Angeles, was chairman of the arrangements.

Walter Hopkins, director of the Bakers of America Program, Chicago, was the opening speaker on the general session held during the morning. He reviewed the conception and growth of the Bakers of America Program in its job to educate the people of the country in regard to the arrangements.

bakery foods. He cited the competition the baker is facing in other food products which are being advertised and promoted extensively.

"All of us must get in the parade to do the job of increasing consumption of bakery products," he said.

He outlined means designed to do this job. In the field of advertising, he reported on the copy themes of the national advertisements of the bakers' program, with its separate campaigns for sweet goods and bread. He pointed out how the constant repetition of the bakers' story in national consumer magazines will be effective in positioning the baker in his products in the minds of the consumer.

Public Relations Discussed

The two-fold purpose of public relations was discussed by Mr. Hopkins. He pointed out that one of the purposes of good public relations was to avoid unfavorable publicity and a companion purpose was to obtain favorable publicity. Citing the recent Good Housekeeping sandwich manual, he reported that such a valuable promotion for the product of the baker "could not be bought at any price." He reported that the Ice Follies of 1951, the national ice show, will include a 30-minute number promoting bakery products. The entire cast of the Ice Follies will be available for testimonial advertising on bakery goods.

The most recent development in the field of public relations for the bakers program is the tie-in with a coming Paramount picture tentatively entitled "The Greatest Show on Earth." Mr. Hopkins reported that arrangements had been made to allow the bakers to tie indirectly with the promotion of this picture with circus cakes. While this promotion idea will not go into effect for several months, it was pointed out that

good public relations is not a spur-of-the-moment thing but was planned several months in advance.

The importance of merchandising in the Bakers of America Program was stressed. Mr. Hopkins pointed out the value of good quality product, good display, and effective local tie-ins with national advertising campaigns.

He reported on the distribution of material favorable to bakery foods as part of the consumer education phase of the bakers' program. The long-range plan of this phase of the program is to condition the medical profession, the home economists and the school teachers to the importance of bakery foods in the national diet.

Mr. Hopkins also cited the importance of tying in with the promotion of bakery foods that is being carried on by the allied trades.

"This tremendous job is not going to be done over night," he pointed out. "We are infants in the field of advertising and promotion and it will take time for our program to become fully effective."

He urged the individual baker to become a part of the program as a subscriber to it and to back up the program at the local level with effective tie-ins.

The second feature during the morning session June 13 was a women's panel with Arthur Pion, Swift & Co., Los Angeles, serving as moderator. Appearing on the panel were Mrs. Mabel Harris, Swift & Co., Los Angeles; Miss Minnette Crouch, General Mills, Inc., Minneapolis, and Miss Essie Elliott, food consultant, Los Angeles.

Mrs. Harris cited the importance of good meals in the home in the place of the baker in providing bakery foods to the housewife. The meal is

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AT ARBA CONVENTION—At the left, William Schonleber, Aunt Jennie's Bake Shop, Rochester, N. Y., appears from the audience at the ARBA convention wearing the hat he and a woman in the audience later used to make an attractive window display on the stage. William Doty and Phil Orth, Jr., appreciate the gag. Mr. Schonleber also appears in the next picture, showing how a catchy slogan and a tie-in with national advertising can be a part of the "army of sales ideas" presented at the meeting. Kay

Williams, Fleischmann division, Standard Brands, Inc., New York, is shown next as she introduced her firm's new film on suggestive selling, "Avenues of Opportunity." In the illustration at the right, John Garrow, Chapman & Smith Co., Chicago, president of the Allied Trades of the Baking Industry, stands in front of a display showing the masses of sales material available through the allied trades as he asks the baking industry, "Isn't it time to get out and sell?"

Seen at the ARBA Convention Exhibition



Swift & Co.



Cling Peach Advisory Board



Doughnut Corporation of America



Armour & Co.



Textile Bag Manufacturers Assn.



"Miracle Mile" of Bakery Products



General Mills, Inc.



National Cash Register Co.



Pillsbury Mills, Inc.



Anheuser-Busch, Inc.



Wilton School of Cake Decorating



Sherman Paper Products Co.



Durkee Famous Foods



G. H. Tennant Co.



West Coast Supply Co.



Wesson Oil & Snowdrift Sales Co.



California Raisin Advisory Board



Standard Brands, Inc.



Joe Lowe Corp.



AT ARBA CONVENTION—Bernard E. Godde, Godde's Pastry Shoppes, Battle Creek, Mich., as a member of the panel on bakers' sales methods under George Chussler, Bakers Weekly, as moderator, describes the vast amount of advertising and public relations work that went into his promotion of Lady Orchid cakes for Memorial Day as William Schonleber, Aunt Jennie's Bake Shop, Rochester, N.Y., and George Lauck, Lauck's Bakery, Fresno, Cal., look on. In the center picture is shown a panel on manpower recruitment and training which was a feature of the morning session June 14. Phil Orth, Jr., Ph. Orth Co., Milwaukee, and president of the National

Bakers Supply House Assn., was moderator. Left to right are the panel members: Otto Lindstrom, Lindstrom's Bakery, Racine, Wis.; William Francis Ireland, Associated Bakers of Southern California; Louis Dutt, Dutt's Bakery, Pittsburgh, and Dr. William Bradley, American Institute of Baking, Chicago. In the illustration at the right, Mr. Schonleber hangs large "yes" signs on the display depicting the theme of the convention as Walter Jennings, ARBA executive secretary, receives enthusiastic permission from the audience. Among those watching the final phase of the ARBA meeting was Goodwin Knight, lieutenant governor of California.

ARBA Convention

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the main source of a woman's compliments from her family, she pointed out.

Miss Elliott discussed what women want from a baker. She listed sanitation, freshness and flavor as important to the consuming housewife.

Survey Reported

Miss Crouch reported on a General Mills survey showing the popularity of various types of cakes with the homemaker. She pointed out the consumers desire to obtain new and unusual cakes from her baker.

She added several suggestions for merchandising and promoting for retail bakers, including open house promotions, ingredient window displays and other campaigns designed to help the housewife in her problem of feeding her family.

The value of providing meal suggestions to Mrs. Homemaker was cited by Mrs. Harris. She suggested a sampling program for new items and indicated that this merchandising idea would be valuable in the promotion of increased consumption of sweet goods.

Also on the subject of promoting sales on sweet goods, Miss Elliott commented, "We need to tell the women of the nutritional value in digestibility of sweet goods." She urged the bakers to feature quality specialty items, citing several instances where discriminating buyers have gone a long way to buy quality products from a progressive retail baker.

The next feature on the morning program was a report on the "mystery shopper" survey conducted by Vitality News, a General Mills publication. The report was given by Miss Crouch. A survey of 25 bakers each in five cities—Buffalo, Atlanta, Milwaukee, Oklahoma City and San Francisco—was made by a professional survey organization. Miss Crouch pointed to the value of the "mystery shopper" technique as used by retail bakers in the training of their bakery sales girls.

The premiere showing of the new sound slide film entitled "Avenues of Opportunity" was presented by the Fleischmann division of Standard Brands, Inc. Miss Kay Williams, Standard Brands, New York, was in charge of the presentation.

"Success is ahead for the retail baker if our sales girls take advantage of their avenues of opportunity,"

said, "Never has the retail baking industry had greater opportunities to suggest the use of bakery products three meals a day."

Introducing the film, Miss Williams reported that it had been developed as a sales training aid for bakers everywhere who must meet the constantly increasing competition for other foods through the improved selling techniques of their sales girls. Basic theme of the 22-minute film is that breakfast, lunch and dinner can be the sales girl's three main "avenues of opportunity." If she will use suggestive selling to anticipate and solve the housewife's daily problems of what to serve her family for those meals. The film pointed out that these three meals a day, multiplied by the number of days in a year, give the sales girl 1,095 opportunities to suggest and sell baked products.

(Editor's Note: Further information on the new Fleischmann sound film "Avenues of Opportunity," together with an illustration of some of the slides from the film, appears in the bakery merchandising department of this issue of *The American Baker*.)

Importance of "Selling" Stressed

John Garrow, Chapman & Smith Co., Chicago, president of the Allied Trades of the Baking Industry, addressed the convention on the theme, "Isn't It Time to Step Out and Sell?" A retail baker, he said, has the production capacity and the know-how, but he is spending "entirely too much time thinking and talking about production, equipment, buying and making things, and not enough time talking about sales, the backbone and lifeblood of our businesses." He urged all retail bakers to get behind the Bakers of America Program with "everything we've got." There is a lot of business and a great future for the aggressive, far-sighted, sales-minded retailer, he predicted. A combination of quality and hard selling pays off at the cash register, he pointed out.

"Hold fast to your faith and quality," he urged. "Remember always that quality is that characteristic of product which makes for repeat business. It is the rock upon which the successful careers of thousands of bakers have been founded."

"Never in the history of food business has there been such a wild scramble for a share of the consumer food dollar, never has there been such a wide choice for variety of foods competitive to baked foods available.

Competition among foods is keener than ever before. Moreover, there is a lot of misinformation concerning food in the air and this had affected our businesses. It is just another good reason why we must get on the job, not only with better quality and more attractive merchandise but also with much more emphasis on selling."

He urged the retail baker to watch the finish of his product. Pointing out that many sales are made on impulse, he cited the importance of "mouth watering goodness" to the retail baker in producing his items.

Behind Mr. Garrow as he spoke was arranged a huge display of the promotional material made available to the retail baker by firms of the allied trades. Mr. Garrow called attention to these campaigns and urged the baker to tie in with them in individual merchandising plans designed to increase the sales of bakery products.

George Chussler, Bakers Weekly, Chicago, was moderator of a panel of three bakers representing the East, the Central States and the West. Bakers on the panel included William Schonleber, Aunt Jennie's Bake Shop, Rochester, N.Y., representing the East; B. E. Godde, Godde's Pastry Shoppes, Battle Creek, Mich., representing the central area, and George Lauck, Lauck's Bakery, Fresno, Cal., representing the West.

Mr. Schonleber discussed the importance of an active advertising merchandising campaign for the individual retail baker. He reported the results of a direct mail campaign on cakes which was jointly sponsored by three bakeries in Rochester. The bakeries spent 2% of gross sales on the advertising campaign, he reported, and an increase in business of 20% on the items featured was the result.

Mr. Lauck reported on the public relations job done by Fresno bakers with group advertising and promotion. He suggested that bakers in other areas might benefit from a cooperative demonstration for wedding receptions, and he reported on the successful promotion of such a campaign in Fresno. He reported also that he was doing more Brown 'n Serve business now in warm weather with vacationers than he had previously.

Mr. Godde described a recent promotion which he had engineered in Battle Creek. This campaign was built around the Lady Orchid cake and was designed as a "goodby party" for Percy Jones General Hospital in Battle Creek, which is being closed down shortly. He presented exam-

ples of newspaper publicity that was obtained through this promotion and he urged bakers to take an active part in civic activities in order to reap the advantages of publicity opportunities that are available.

(Editor's Note: A complete report on Mr. Godde's Lady Orchid cake promotion, with illustrations showing his methods, appears in the bakery merchandising department of this issue, beginning on page 26).

The Lady Orchid cake promotion was designed around the Memorial Day celebration in Battle Creek, and Mr. Godde suggested that this special day would offer a new opportunity for bakers in the promotion of specially designed cakes.

Accomplishments In Washington

The report on developments in Washington was the opening feature of the morning session June 14. B. E. Godde, Godde's Pastry Shoppes, Battle Creek, Mich., served as chairman of the session.

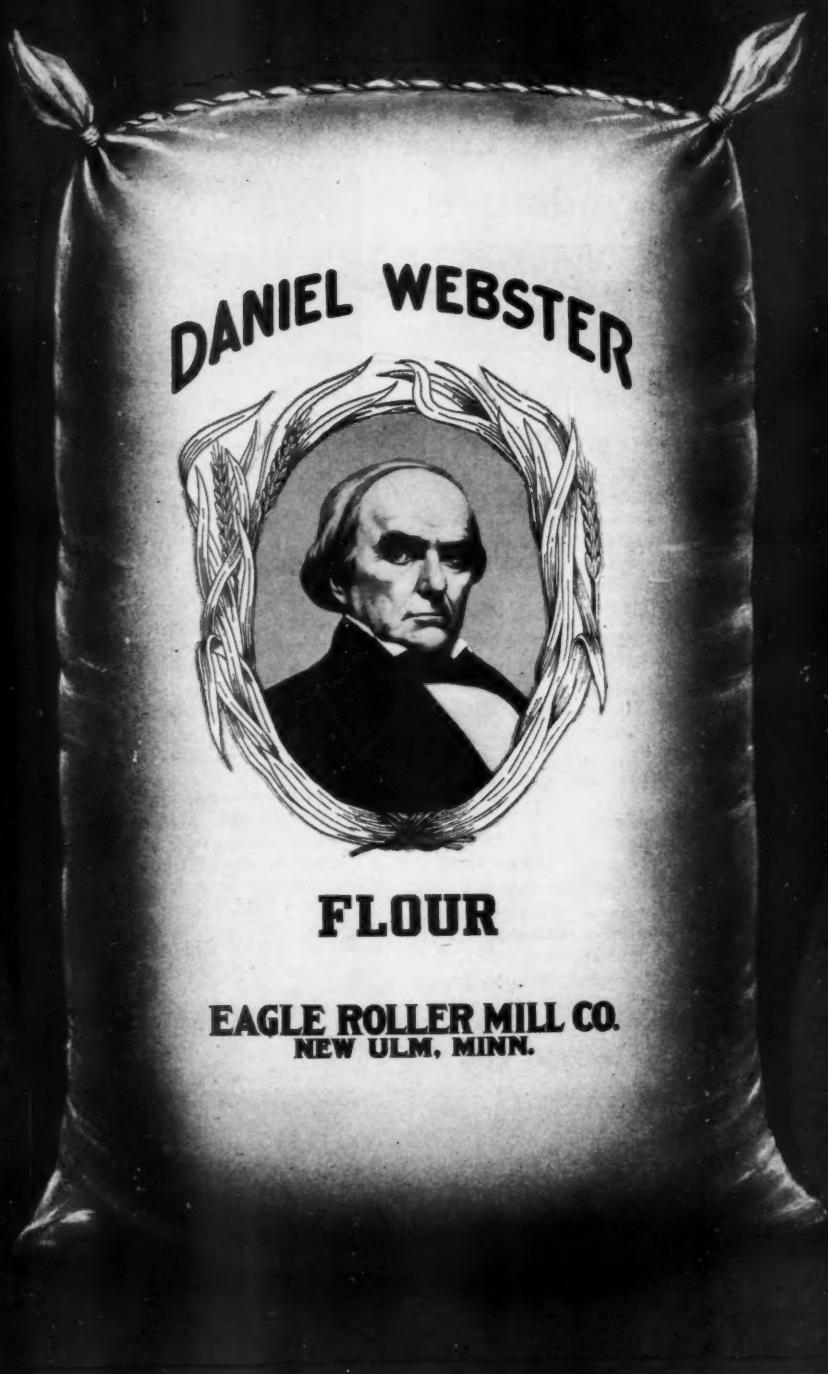
William A. Quinlan, general counsel of ARBA, Washington, described the work of the association's Washington office in representing the retail baker to the national legislators. He reported the successful efforts to have included in amendments to the Fair Labor Standards Act exemptions for the retail baker. He warned that a continued effort to extend coverage of this act is expected and he urged the bakers to continue their fight against this extension.

Mr. Quinlan outlined the opposition of ARBA to the Fair Employment Practices Act. In regard to the recent hearings on the proposed bread standards he reported on the cooperation of the ARBA and the American Bakers Assn. gave in representing the baker's story at these hearings. He also described the efforts being made to obtain adequate sugar quotas.

Commenting on the recent Senate investigations of the price of bread, Mr. Quinlan pointed out the importance of presenting the bakers' story to the Senate committee and outlined how the ARBA did the job. He described the research being conducted on bread staling by the American Institute of Baking through a grant from the U.S. Department of Agriculture, and he reported on a proposed research covering consumer likes and dislikes in regard to bakery products.

Phil Orth, Jr., Ph. Orth Co., Mil-

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*Milled with infinite care and skill
from premium wheat. Outstanding among
the country's finest flours.*

Eagle ROLLER MILL COMPANY

Since 1856

NEW ULM, MINNESOTA

Beat the Heat with Chiffon Pies



Housewives Like the Cool, Airy Look of These Familiar Baked Products—Many Varieties Can Be Made



By A. J. Vander Voort
Technical Editor, The American Baker

PUMPKIN CHIFFON PIES

Bring to a good boil:

- 1 No. 10 can pumpkin
- 2 lb. 8 oz. brown sugar
- 4 lb. 8 oz. milk

Mix together:

- 12 oz. cornstarch
- 12 oz. granulated sugar
- ½ oz. cinnamon
- ½ oz. ginger
- ½ oz. allspice
- 1 oz. salt

Stir in:

- 1 lb. 12 oz. whole eggs

When the pumpkin starts to boil, add the starch mixture and stir until thick. Remove from the fire and pour it gradually into the following meringue, stirring constantly.

Beat light:

- 2 lb. egg whites
- 2 lb. granulated sugar
- ¼ oz. salt
- ½ oz. cream of tartar

After the cooked pumpkin has all been stirred into the meringue, fill into baked shells.

If desired, when cool, cover the pies with meringue and bake to a golden brown color.

CHERRY CHIFFON PIES

Drain the juice from one No. 10 can of cherries. Add enough water to make one quart of liquid. Break up the cherries thoroughly into small pieces and add with the juice.

Place this on the fire and add:

- 1 lb. granulated sugar

When the mixture starts to boil, add the following mixture:

- 1 lb. granulated sugar
- ¼ oz. salt
- 3½ oz. cornstarch

Stir this until clear. Then pour the cooked filling gradually into 3 lb. stiff meringue, using a wire whip. Fill into baked shells. Allow to cool and then cover with meringue and bake to a golden brown color.

PINEAPPLE CHIFFON PIES

Bring to a boil and cook for three minutes:

- 1 No. 10 can crushed pineapple
- 1 lb. 12 oz. granulated sugar
- 1 lb. water
- 1 oz. salt
- 3 oz. stabilizer
- Grated rind of 3 oranges

Mix together, add and stir in until clear:

- 8 oz. cornstarch
- 1 lb. water

Then beat together until stiff:

- 2 lb. egg whites
- 2 lb. granulated sugar

When stiff, stir the cooked pineapple in carefully with a wire whip. Fill into baked shells. Allow the filling to cool and then if desired, cover the tops with meringue. Bake until a golden brown color is obtained.

BUTTERSCOTCH CHIFFON PIES (No. 1)

Bring to a boil:

- 1½ qt. milk
- 1 lb. 4 oz. brown sugar
- 7 oz. butter

Mix together, add and stir until thick:

- 4 oz. cornstarch
- 8 oz. milk
- 4 oz. whole eggs

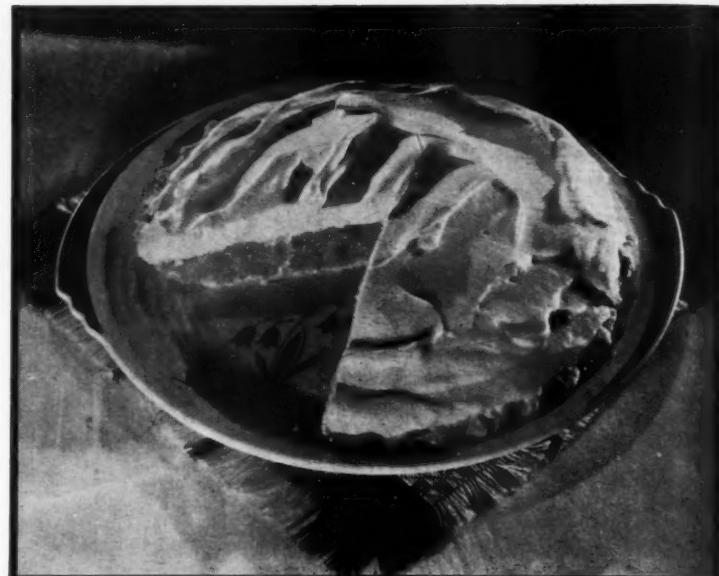
When thickened, add the mixture gradually to 20 oz. stiff meringue, stirring it in with a wire whip. Place into baked shells at once.

If desired, cover the cooled pies with meringue and bake until a golden brown color is obtained.

BANANA CHIFFON PIES

Bring to a boil:

- 4 lb. water
- 1 lb. 12 oz. granulated sugar
- ½ oz. salt
- A trace of yellow color



Pineapple Chiffon Pie

Mix together, add and stir in until thick:

- 8 oz. cornstarch
- 14 oz. water

Pour this mixture into:

- 2 lb. 8 oz. stiff meringue

Procedure: Place a small amount of chiffon on the bottom of the baked shells. Place a layer of sliced bananas on top of this. Cover with another layer of chiffon and place another layer of sliced bananas on top of this. Then cover with another layer of chiffon.

Note: If desired the yellow color may be replaced with a few egg yolks.

Boiled Meringue

Beat together:

- 2 lb. egg whites
- 8 oz. granulated sugar
- ½ oz. salt
- ½ oz. cream of tartar

While the above is beating, boil to 238 to 240° F.:

- 4 lb. granulated sugar
- 8 oz. corn syrup
- 1 pt. water

Pour the boiled mixture into the beaten whites slowly and continue beating until the meringue is nearly cool.

Then add:

Vanilla to suit

Note: From 1 to 4 oz. of tapioca flour may be added to decrease shrinkage. It is not necessary to brown this meringue in the oven.

CHOCOLATE CHIFFON PIES

Bring to a boil:

- 2 qt. milk
- 1 lb. 8 oz. sugar
- 5 oz. bitter chocolate
- ½ oz. salt
- Vanilla to suit

Mix together, add and stir in until thick:

- 5 oz. cornstarch
- 4 oz. milk
- 10 oz. whole eggs

When thickened, add this mixture gradually to the following meringue formula.

Meringue

Beat light:

- 1 lb. egg whites
- ¼ oz. salt

Add gradually and beat until firm:

- 1 lb. 8 oz. sugar

Then place into baked shells at once. When cool, cover with meringue and bake until a golden brown color is obtained.

APRICOT CHIFFON PIES

Mix together and soak overnight:

- 4 lb. dried apricots
- 8 lb. water

Add and bring to a boil:

- 4 lb. granulated sugar
- ¼ oz. cinnamon
- ½ oz. salt

Then add and stir in thoroughly:

- 2½ oz. gelatine dissolved in
- 2 lb. water

Remove from the fire and pour the mixture gradually into:

- 3 lb. stiff meringue

Stirring it in thoroughly with a

Chiffon Pies

DURING the hot, humid months the baker has to cast around for something special to offer the housewife and her family that will be suitable for summer dessert. Competition from soft drinks, iced tea, lemonade, ice cream and other summer specials are just a few of the annual summer time problems. Here is where chiffon type pies can help to fight this competition. These pies are light, fluffy looking, appealing, and cool in appearance. This is especially true when the filling contains fruits or juices that are quite high in acid content

● In preparing chiffon pies, it is essential that the cooked portion of the mix be added to the beaten meringue immediately after it is removed from the fire. If allowed to stand and cool, a skin will form on top and a lumpy filling is very apt to result. The cooked portion will also set up to some extent making it more difficult to blend into the meringue. This may very well decrease the fluffiness of the filling.

● Soft or under beaten egg whites will cause the filling to be soft and runny. Therefore, this step in making chiffon pies should be closely checked.

● The pies may be covered either with a meringue or whipped cream. When whipped cream is used, the pies may be placed in a refrigerator and chilled. This procedure is also suitable for the meringue covered pies.

● A stabilized whipped cream is recommended. Stabilizers for meringues, which greatly reduce the breaking down or weeping are available. These can be purchased from supply houses. The baker should be careful to follow the directions given by the manufacturer.

● If a fluffier chiffon pie is desired, a larger amount of meringue may be used in the filling. This is dependent upon what your customers desire.



A. J. Vander Voort

or whipped cream. When whipped cream is used, the pies may be placed in a refrigerator and chilled. This procedure is also suitable for the meringue covered pies.

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● If a fluffier chiffon pie is desired, a larger amount of meringue may be used in the filling. This is dependent upon what your customers desire.

wire whip. Fill into baked shells. If desired when the filling is cooled cover with meringue and bake to a golden brown color.

PEACH CHIFFON PIES

Drain the juice from one No. 10 can of peaches and add enough water to make one quart of liquid. Bring this to a boil with:

1 lb. granulated sugar
1/4 oz. salt

Mix together, add and stir in until thick:

1 lb. granulated sugar
5 oz. cornstarch

Then crush the peaches into small pieces and add them. Then stir this mixture into:

2 lb. 8 oz. stiff meringue

Place into baked shells at once. When cool, cover with meringue, if desired, and bake to a golden brown color.

STRAWBERRY CHIFFON PIES

Bring to a boil:

1 No. 10 can strawberries
2 lb. 8 oz. granulated sugar
1/2 oz. salt

Mix together, add and stir in until thick:

7 oz. cornstarch
1 pt. water

Then pour the cooked filling into:

2 lb. stiff meringue, stirring it in carefully with a wire whip

Place into baked shells at once. If desired when cool, cover the pies with meringue and bake to a golden brown.

CRANBERRY CHIFFON PIES

Bring to a boil:

6 lb. cranberries
5 lb. granulated sugar
1 1/4 oz. salt
2 lb. 8 oz. water
1/2 oz. cinnamon

Cook until the cranberries are soft.

Then stir in the following mixture:

8 oz. cornstarch
1 lb. water

Cook until clear and thickened. Pour this into the following meringue.

Beat light:

1 lb. 4 oz. egg whites
1 lb. 12 oz. granulated sugar
1/2 oz. salt
1/2 oz. cream of tartar

Add the cooked cranberries gradually, stirring with a wire whip. Then fill into baked pie shells.

If desired, when cool, cover the pies with meringue and bake to a golden brown color.

LEMON CHIFFON PIE FILLING (No. 1)

Bring to a boil:

4 lb. water
1 lb. 12 oz. granulated sugar
1/2 oz. salt

Mix together:

12 oz. cornstarch
8 oz. water

Add:

10 oz. egg yolks

Stir this into the boiling mixture until it thickens. Then stir in the juice of 10 lemons,

While the above is cooking, beat light:

1 lb. egg whites

Add gradually and beat until firm:

1 lb. granulated sugar

As soon as the cooked mixture is thickened, pour it into the beaten mixture gradually, stirring with a whip. Then fill into baked shells. If desired, when cool, cover the pies with meringue and bake to a golden brown color.

ORANGE CHIFFON PIES (No. 1)

Bring to a boil:

3 lb. water
1 lb. 4 oz. granulated sugar
1/4 oz. salt

Mix together, add and stir in until thick:

7 oz. cornstarch
1 lb. water
4 oz. egg yolks

Then stir in the juice and rind of:

6 oranges
3 lemons

Then stir in:

2 oz. butter

Pour the mixture gradually into:

20 oz. stiff meringue, stirring it in with a wire whip

Place into baked shells at once.

Note: A trace of orange color added to the meringue will improve the color of the filling.

If desired, when cool, cover the pies with meringue and bake to a golden brown color.

CUSTARD CREAM CHIFFON PIES

Bring to a boil:

2 lb. 8 oz. granulated sugar
8 lb. milk
1/2 oz. salt

When the above comes to a boil, stir in the following mixture:

12 oz. cornstarch
1 lb. milk
1 lb. 8 oz. whole eggs

When thickened, remove from the fire and stir in:

4 oz. butter
Vanilla to suit

Then add this to the following meringue.

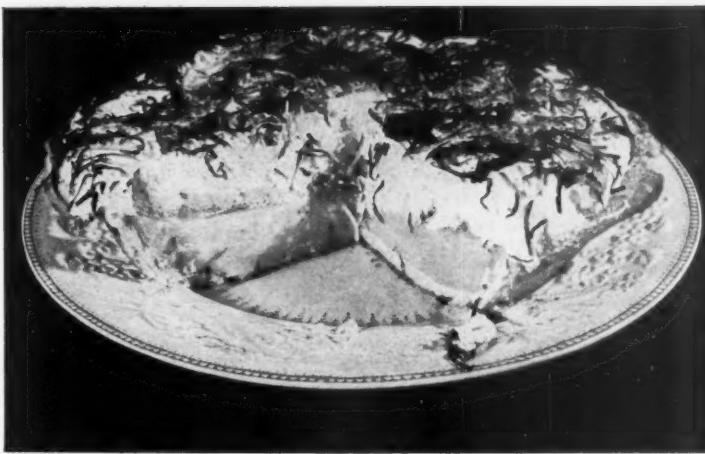
Beat light:

2 lb. egg whites
1/2 oz. salt

Add gradually and beat until firm:

3 lb. granulated sugar

Then place into baked shells at once. When cool, cover with meringue and bake until a golden brown color is obtained.



Brown Coconut Makes an Attractive Topping

CHOCOLATE MALTED MILK CHIFFON PIES

Bring to a boil:

3 lb. 8 oz. milk
2 lb. 4 oz. brown sugar
12 oz. butter

When boiling, stir in until thick:

6 oz. cornstarch
8 oz. milk
8 oz. egg yolks

Remove from the fire, add and stir in:

7 oz. melted bitter chocolate
3 oz. butter

Then add this gradually to the following meringue.

Beat light:

1 lb. egg whites
1/2 oz. salt

Add gradually and beat until firm:

1 lb. 8 oz. sugar

Then place into baked shells at once. When cool, cover with meringue and bake until a golden brown color is obtained.

BUTTERSCOTCH CHIFFON PIES (No. 2)

Bring to a boil:

5 lb. milk
2 lb. 4 oz. brown sugar
12 oz. butter

When boiling, stir in the following mixture:

8 oz. cornstarch
10 oz. whole eggs
1 lb. milk

When thickened, remove from the fire and add this mixture gradually to the following meringue.

Beat light:

1 lb. egg whites
1/2 oz. salt

Add gradually and beat until firm:

1 lb. 8 oz. sugar

Then place into baked shells at once. When cool, cover with meringue and bake until a golden brown color is obtained.

GRAPE FRUIT CHIFFON PIES

Bring to a boil:

3 lb. 8 oz. water
3 lb. 12 oz. sugar
1/2 oz. salt

Mix together and add, stirring constantly until thickened:

9 oz. cornstarch
12 oz. water
8 oz. whole eggs
8 oz. yolks

Then add and stir in thoroughly:

1 lb. grape fruit juice

Remove from the fire and stir in:

5 oz. butter

Then add this gradually to the following meringue.

Beat light:

1 lb. egg whites
1/2 oz. salt

Add gradually and beat until firm:

1 lb. 8 oz. sugar

Then place into baked shells at once. When cool, cover with meringue and bake until a golden brown color is obtained.

LEMON CHIFFON PIES (No. 2)

Bring to a boil:

4 lb. water
1 lb. 12 oz. sugar
1/2 oz. salt

Mix together:

10 oz. cornstarch
6 oz. lemon juice powder
10 oz. water

Add:

10 oz. egg yolks

Stir this into the boiling mixture until it thickens.

While the above is cooking, beat light:

1 lb. egg whites

Add gradually and beat until firm:

1 lb. granulated sugar

(Continued on page 61)



Chocolate Chiffon Pie

Questions & Answers

A SERVICE FOR BAKERS

Conducted by

Adrian J. Vander Voort

Technical Editor of *The American Baker*



Nestlerod Pie

I am interested in a stock glaze for tarts, using Agar Agar, as well as in Nestlerod pie and a Bavarian cream pie formula.—J. P., N.Y.

The formulas you wish follow.

NESTLEROD PIES

Bring to a boil:

3 lb. water
2 lb. 12 oz. sugar

Mix together, add and stir until thickened:

1 lb. heavy cream
10 oz. cornstarch

Remove from the stove and stir in:

4 oz. egg yolks
5 oz. fine ground candied peel
1 oz. lemon juice
4 oz. butter
½ oz. salt

Then beat together until stiff:

8 oz. sugar
8 oz. egg whites

Fold this into the above cooked mixture. Then pour into baked shells. Cover the tops of the pies with whipped cream and then sprinkle shaved sweet chocolate on top.

BAVARIAN CREAM

Bring to a boil:

4 lb. milk
1 lb. sugar
½ oz. salt

Beat light:

1 lb. 8 oz. egg yolks

Add the boiled solution gradually while beating. Then replace the mixture on the stove and stir until thick.

Dissolve:

2 oz. gelatine in
8 oz. warm water

Stir this into the hot custard. Allow this to cool.

Then beat up:

4 lb. heavy cream

Stir this into the cooled custard very carefully. Then add vanilla to suit. Fill into baked pie shells.

The tops may be left plain or covered with whipped cream.

If desired the vanilla may be replaced by maple, rum, coffee, etc.

STOCK AGAR GLAZE

Dissolve:

2 oz. agar agar
2 qt. water

When thoroughly dissolved add:

3 lb. granulated sugar
4 lb. corn syrup

Bring this to a good boil.

Remove from the stove and add a small amount of citric acid.

Then add color to suit.

Pour into pans about one inch high and allow to cool.

This transparent jelly may be used for decorating torten cakes, tarts, etc.

Imitation Whipped Cream

I am interested in an imitation whipped cream formula, and also a chocolate frosting that has a nice glaze or shine when it is put on. We

The American Baker, without cost to its subscribers, offers through Mr. Vander Voort, technical editor of *The American Baker* and Head of the Baking Department, Dunwoody Industrial Institute, to answer and analyze production problems. Samples of baked goods should be sent to Mr. Vander Voort, Dunwoody Industrial Institute, Minneapolis, where the laboratories and facilities of the school are at the disposal of the readers of *The American Baker*; communications should be addressed to *The American Baker*, 118 South Sixth Street, Minneapolis, Minnesota

get a good color with fudge but it does not shine. J. F., Mass.

Here is a formula for the imitation whipped cream you might like to try, as well as a formula for a glossy chocolate icing.

IMITATION WHIPPED CREAM

Beat together:

1 lb. 8 oz. shortening
1 lb. butter
½ oz. salt
2 lb. 8 oz. powdered sugar
12 oz. milk solids (non fat)
Vanilla to suit

Add slowly:

2 oz. egg yolks

Then add slowly:

1 lb. 10 oz. water

Banbury Tarts

Could you furnish me with the procedure for the making and baking of Banbury Tarts, including the fruit mixture? I have in mind using a large cookie cutter, putting the mixture on the piece of dough and folding over,

making a finished half round piece. —H.H., N.D.

Here are two formulas for the filling. The tarts themselves are made out of regular puff paste dough, cut with a cookie cutter and the filling placed in the center; the edges are washed and folded over to form a half circle. After they are baked, some bakers will either wash them with a thin water icing or sift powdered sugar on top of them. In some cases a Danish pastry dough can be used for making the tarts; the procedure is identical except that they will have to be given some proof.

BANBURY TART FILLING (NO. 1)

Cream together:

5-oz. butter
5 oz. honey
5 oz. shortening
10 oz. brown sugar

Add:

8 oz. whole eggs
Then mix in:

12 oz. chopped apples
8 oz. raisins

4 oz. chopped nuts
8 oz. fine ground cake crumbs
8 oz. currants
½ oz. mace
¼ oz. salt
Lemon and orange flavor to suit

BANBURY TART FILLING (NO. 2)

Rub together until smooth:

8 oz. kernel paste
8 oz. whole eggs

Then cream together:

8 oz. butter
1 lb. sugar
¼ oz. salt

Add this to the kernel paste mixture.

Then add and mix in:

1 lb. chopped apples
12 oz. currants
1 lb. fine cake crumbs
8 oz. mixed diced peel
8 oz. raisins

Add honey or simple syrup to bring to the desired consistency, if necessary.

CHOCOLATE ICING

I would like to suggest the following formula for a glossy chocolate icing:

Mix together:

5 lb. powdered sugar
4 oz. corn syrup
½ oz. salt
Vanilla to suit

Add one pint warm water (about 140° F.)

Mix in:

12 oz. melted bitter chocolate

Then stir in:

4 oz melted butter or shortening
You will find this makes an excellent icing. It flows readily and sets up in a very short time.

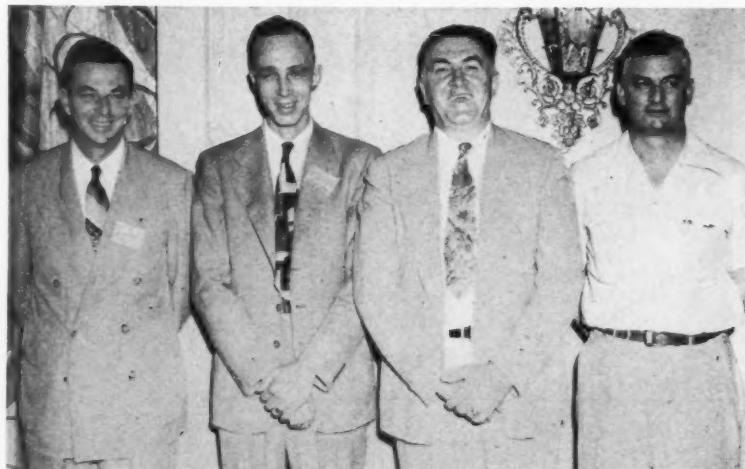
BREAD IS THE STAFF OF LIFE

SUMMER BAKED GOODS STUDIED IN BUFFALO

BUFFALO—The Allied Trades of the Baking Industry of Buffalo sponsored a "Summer Baked Goods School" in Hotel Statler June 13 which attracted nearly 180 bakers and other members of the trade from a wide area surrounding Buffalo. The school was held to give bakers practical tips in the baking and merchandising of summer baked goods to offset the loss of business that traditionally develops at this season of the year.

Theodore Barrett, Henry & Henry, president of the allied trades group, presided. Russell Klass, broker, was general chairman.

A "summer style show" was presented by Procter & Gamble, including talks by Lloyd Miller, Donald Bellstrom and William Bell. A "parade of prize-winning recipes" was presented by Pillsbury Mills, Inc., with Clarence Taylor in charge. Standard Brands' film "Avenues of Opportunity" was shown by Charles Spar.



NEW GROUP FORMED—The Tri-State Retail Assn. was founded during the recent annual meeting of the Tri-State Bakers Assn. in New Orleans. The retail bakers' division of the Tri-State group will hold regional meetings in each of the three states served by the association during the year. Officers of the group are shown above, left to right: Sam Marshall, Marshall's Electric Maid Bake Shops, Inc., Mobile, Ala., president; Ray Rutland, Rutland's Bakery, Birmingham, Ala., vice president for Alabama; Henry Reuther, Henry Reuther Bakery, New Orleans, La., vice president for Louisiana, and Louis Schweizer, Schweizer's Blue Ribbon Bakery, Hattiesburg, Miss.

IMPROVED GLUTEN HYDRATION

ADDED MOISTURE RETENTION

BETTER MAKE-UP

= { Smoother Shop Schedules
 Added Table Freshness

WITH *Paniplus*

THE PANIPLUS COMPANY
742 BOARD OF TRADE BLDG.
KANSAS CITY 6, MISSOURI

Tribute Paid to Lloyd R. Merrill

Honored by Chicago Flour Distributors' Group

CHICAGO—Lloyd R. Merrill, General Mills, Inc., was the guest of honor at the annual golf tournament and outing of the Chicago Association of Flour Distributors, held at the Rolling Green Country Club June 13. For the past seven years, an active member of this organization has been honored at this annual event, and this year Mr. Merrill was selected.

After the dinner, R. E. Bemmels, Bemmels-Vaughn, who established this custom, read a tribute to Mr. Merrill. The honored guest has long

been active in the association, serving on numerous committees, as a director, vice president and also as president. On behalf of the membership, Mr. Bemmels presented Mr. Merrill with a fine piece of luggage.

The 25th golf tournament was a successful event. It was not so promising in the morning as Chicago had a heavy rain and electrical storm, but by the time the golfers were ready to tee off, the sun had come out and the weather was perfect.

L. M. Franzen, Standard Brands, Inc., won first low net. A few other golf winners were Fred Larsen, Jr., Habel, Armbruster & Larsen Co.; C. E. Sowles, Siml & Sowles; N. G. Anderson, Bay State Milling Co.; H. V. Beck, Chicago Bakers Cooperative Buying Assn., and R. T. Risley, Bakers Helper.

The morning blind bogey was won by George A. Shields, New Century Co.; Paul Kiefer, Standard Brands, Inc., and Fred Larsen, Jr.

John Reget, Habel, Armbruster & Larsen Co., won first prize in the horseshoe tournament. Ward Miller, Sheridan Flouring Mills Co., was second, and Walter Neumann, Chas. S. Neumann & Co., was third.

George Shields, president, presided at the dinner when the prizes were awarded. N. G. Anderson, Bay State Milling Co., was chairman of the golf party committee, which made all arrangements for the event. He was assisted by James Anderson, King Midas Flour Mills; Ward Miller, Sheridan Flouring Mills Co.; Robert Schoedler, Vanderbilt Flour Co., and E. J. Burke, H. C. Meining Co.



Lloyd R. Merrill

ARBA Exhibition Sidelights

(Continued from page 15)

ers' tools. The yellow background of the booth was created by using the bottoms of egg crates.

Backdrop of the exhibit of Pillsbury Mills, Inc., featured the promotional material for the "Fiesta Fruit Fan" advertisement which appeared recently in Life magazine.

Raisin cookies and raisin cake squares were available for sampling at the booth of the California Raisin Advisory Board. Eight types of raisins were also on display for the comparative purposes.

Two cans of shortening were to be delivered to two bakers who won a drawing conducted at the Swift & Co. booth. Bakers anywhere in the U.S. and Hawaii were eligible to enter.

The largest decorated cake on display was featured in the exhibit of the Wilton School of Cake Decorating.

"Fleischmann's Hospitality Garden" was the name of the Standard Brands booth. Convention delegates were able to rest in garden chairs and were served sweet rolls and coffee or tea.

Coffee was also available at the Doughnut Corporation of America booth, together with raised dough-

nuts and a large variety of fancy decorated doughnuts.

Activities of four bakers groups were featured in separate exhibits. The Associated Retail Bakers of America had a large booth in which



ANNIVERSARY OPEN HOUSE—About 18,000 visitors toured the Eugene, Ore., plant of William's Bakery during the 50th anniversary open house of the firm recently. Interest was displayed in the modern baking plant and the firm was congratulated for having won an industrial award for the landscaped exterior of the building. Arrows set on the floor and signs near the various machines helped the visitors understand the operation of the plant.

was outlined the story of ARBA's program for retail bakers. Several pieces of literature were available which spelled out in detail the plans the association has to aid the retail baker in his operations. The Bakers of America Program sponsored an exhibit booth in which were displayed four color photographs which have been used in national advertisements. Prominently featured also was the contributors' emblem, which is now featured in all national advertisement of the program and also by the individual contributing baker in his own tie-in advertising and merchandising activities. The National Bakers Supply House Assn. featured a map of the U.S. in its booth with the location of its members indicated by flashing lights. The fourth association booth was sponsored by the Master Bakers Retail Association of Los Angeles County. Literature available at the booth outlined the program of services available to members of the association.

Caricatures by Ferg were featured in the booth of General Mills, Inc. The cartoonist attracted a good crowd as he sketched a souvenir of the convention for many of the convention delegates.

Fancy coffee cakes were on display at the booth of Anheuser-Busch, Inc.

Examples of bakery product displays in conjunction with fresh flowers and fruit were shown at the booth of Procter & Gamble. The displays were part of P & G's "Summer Style Show" of profitable bakery items for the hot weather months.

A cash register built in 1888 was featured in the center of the exhibit of the National Cash Register Co. Also on display were the latest models of cash registers designed for the retail bakery operator.

Samples of peach halves and fruit cocktail were available at the lobby

COFFEE ADVERTISEMENTS PROMOTE SANDWICHES

Newspaper advertisements now appearing for Chase & Sanborn coffee, Standard Brands, Inc., product, carry as a part of the ad "summer snack tips," promoting the use of sandwiches and the combination of sandwiches and iced coffee. "Picnic Partner," another column which can be made a part of the coffee ad, promotes sandwiches for summer picnics.

booth of the Cling Peach Advisory Board. Peaches in a variety of forms were on display.

The G. H. Tenant Co. used a 6-ft. by 16-ft. reproduction of a wooden bakery floor for demonstration of its machines designed for floor maintenance.

The National Yeast Corp. booth offered the convention delegate a comfortable resting place on sofa and chairs, in addition to featuring a display of the products of the company.

The movie "Prize Package" was presented in the booth of the Textile Bag Manufacturers Assn. The movie is designed to show bakers how to merchandise once-used cotton bags.

The Wesson Oil and Snowdrift Sales Co. offered formulas to those bakers who registered at its booth. Also on display was a sample of new homogenized chocolate cream and cheesecake products.

Doughnut samples and merchandising material on doughnuts were displayed in the booth of the Joe Lowe Corp.

The displays of Armour & Co. and the Peerless Yeast Co. were presented in a double booth. Pamphlets on eggs were available and a form for ordering research bakery bulletins and formulas was available to the baker visiting the booth. The Peerless Yeast Co. handles some of the Armour products in the Southern California area.

The smallest doughnuts offered at the exhibition were those produced in the booth of the Tom Thumb Donut Corp. Samples of the products were given out in a wax paper bag.

Paper containers designed for Brown 'n Serve products were featured in the display of the Sherman Paper Products Co.

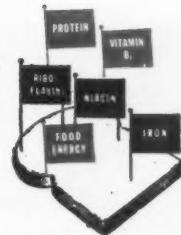
Although the temperature outside was in the 80's and Christmas holidays were far from the minds of the convention delegates, "Merry Christmas" decorations were on display in the booth of the West Coast Supply Co. In addition, a complete display of the company's products was presented.

BREAD IS THE STAFF OF LIFE

ATLAS TO CANADA

TORONTO—The Atlas Powder Co., Ltd., newly organized Brantford firm, plans manufacture of a broad line of industrial chemicals such as emulsifiers, detergents and wetting agents. The new company is a joint venture of the industrial chemicals department of Atlas Powder Co., Wilmington, Del., and G. F. Sterne & Sons, Brantford.

Peak of Perfection



Santa Fe
Trail

*Finest Bakery
Short Patent*

SILK FLOSS

*High Quality
Bakery Patent*

**Silk Floss
Cake Flour**

For richer, heavier baked goods.
Milled from selected soft wheats.

MILL CAPACITY — 10,000 CWTS.

GRAIN STORAGE — 4,500,000 BU.

WHEN fermentation reaches its proper peak, you want your doughs perfectly developed as they go to the divider. Doughs that develop properly, handle well in the shop and bake perfectly—those are the results you get from SILK FLOSS and SANTA FE TRAIL flours. The extra quality you get in these superior flours comes from a scientific control of the milling process all the way from wheat selection to final baking test. You can easily see the results of this quality program in the smooth-textured, mellow and tasty loaf you get with these superb flours. A trial will convince you.

KANSAS MILLING CO.

WICHITA, KANSAS

SUPPLEMENTARY PLANTS

MARION, OHIO

• • •

CHERRYVALE, KANSAS

BAKERY MERCHANDISING

Memorial Day . . .

A New Special Occasion for Cakes



Here Is the Story of an Extensive Public Relations Program by a Retail Baker



IN THE banquet hall at Percy Jones Hospital in Battle Creek, Mich., about 250 patients gathered recently. Some were seated in wheel chairs, while on the floor by others lay crutches and canes. Still other patients in adjoining, near-deserted wards lay on hospital beds straining to catch sounds of activity from the banquet hall.

The scene was a Memorial Day party being held in the hospital. Bright colored crepe paper streamers had been hung from the ceiling. Confetti, caps and party favors added a festive air but seemed somewhat out of place in the massive hall.

For Percy Jones Hospital this was not only a Memorial Day party, this was a farewell party. Within a few days following Memorial Day, the hospital, situated in the heart of picturesque Battle Creek, was to be closed as an army installation. Open to veteran and military personnel alike, Percy Jones had played a vital part in the town's life.

Unhappy as it was, Memorial Day would have been an entirely cheer-

less and bleak affair if it had not been for Bernard E. Godde, Godde's Pastry Shoppes. Mr. Godde, an ex-mayor of Battle Creek, rallied all of Battle Creek in organizing a Memorial Day farewell party for the remaining patients at Percy Jones Hospital.

And in the process Bern Godde not only established Memorial Day as a top cake occasion day but also inaugurated the first comprehensive public relations program ever undertaken by a baker in a medium-sized town.

Mr. Godde, not unlike other bakers, viewed with alarm the steady, year after year slump in the business of his five Battle Creek retail outlets. Bakers the nation over were experiencing a sales drop of 10 to 33% in cake consumption. When the drop in sales became first apparent, Mr. Godde redecorated and remodeled his outlet shops, added a sandwich shop in the rear of a couple of the shops. His redecorated shops became a model for other Battle Creek retail establishments. He stepped up, at the same time, his



DISPLAY MATERIAL—Careful plans preceded the success of the Lady Orchid cake promotion by Godde's Pastry Shoppes in Battle Creek, Mich. Above, in one of B. E. Godde's five retail outlets, a sales clerk is shown taking an advance order for a cake from a customer. Note the prominence given in the shop to full-color display material furnished by International Milling Co. as part of its complete promotion kit.

local radio and newspaper advertising.

How much these activities offset the sales-consumption drop Mr. Godde did not know. But he was still dissatisfied. Sales were yet below what he felt the Battle Creek homemaker could and should spend for baked goods.

More Special Occasions

From past experience, like all retail bakers, Mr. Godde knew his largest sales were on special occasions, such as Easter, Thanksgiving and

Christmas. The only difficulty was there were not enough special occasions. Why, Mr. Godde reasoned, could not other holidays be converted into cake sale days by intensive merchandising and public relations activity?

If it would be possible to dramatize a cake, Mr. Godde felt it possible to kill two birds with a single stone. One, create an inducement so powerful that more Battle Creek homemakers could be lured away from their kitchens to buy a cake



PLANNING IMPORTANT—All phases of the cake promotion for the Memorial Day week end were carefully planned by B. E. Godde, Godde's Pastry Shoppes, Battle Creek, Mich. In the picture at the left above, Mr. Godde (left) discusses the intensive newspaper advertising campaign with a staff member of the local newspaper. Mr. Godde made it a point to be sure that every member of his organization was completely sold on the promotion. The center picture above was taken at a meeting of sales girls prior to the start

of the campaign. A sales contest was also held to help build enthusiasm. In the picture at the right, Mr. Godde, who served as chairman of the Battle Creek Farewell Committee, is shown making the principal address at Memorial Day Ceremonies held prior to the party. In the background are other committee members—all Battle Creek business, church and civic leaders.

July, 1950

THE AMERICAN BAKER

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and, having been acquainted with the convenience of buying a top-quality bakery cake, a surprisingly large percentage of them would remain customers. Two, create a new special occasion homemakers would associate with the serving of cake.

Mr. Godde chose Memorial Day for his cake promotion. For the featured cake, Mr. Godde selected the Lady Orchid. The Lady Orchid is a two-layer cake with a delicate orchid-tinted frosting and topped with snowy-white divinity. Centered on each cake is a live orchid in a plastic vase lapel holder, air expressed from Hawaii. The Lady Orchid cake promotion has been made available to the baking industry by International Milling Co.

Using the complete, full-color display material made available to him, Mr. Godde drew up a complete promotional plan. Aware of the conditions at Percy Jones Hospital, Mr. Godde knew that 250 patients remained in the hospital who had not been transferred out to overcrowded Walter Reed Hospital in Washington or to other army or veteran installations.

Featuring the Lady Orchid cake for Memorial Day, Mr. Godde used the proceeds from the sale of the cake to finance a town-wide farewell party for the remaining patients. In planning the party, Mr. Godde received the support of local church, business and civic groups.

Orchid a Symbol

The orchid was adopted by all of Battle Creek as a symbol of the patients at Percy Jones Hospital, since many of them had fought in South Pacific areas where the small orchid grows prolifically in jungle wilds.

As chairman of the Memorial Day party, Mr. Godde was joined by Rep. Paul Shaeffer (Rep., Mich.), together with other Battle Creek citizens.

The results of the cake sale (originally intended to be a three-day week-end affair—Friday, Saturday and Monday prior to Memorial Day)—were so instantaneous that the promotion was terminated Friday night. All cakes it was possible to bake had already been sold.

Mr. Godde has definitely established Memorial Day as an additional special occasion for heavy cake sales in Battle Creek as well as being a potential cake sale day the nation over. He reports a 500% increase over average week-end cake sales. Confident he will retain a large percentage of the customers drawn to his bakery as regular customers, Mr. Godde feels bakers can, by heavy promotional and public relations activities push back up the dropping consumption curve.

"In planning our first Lady Orchid

PEPPERIDGE FARM ADDS TO BROWN 'N SERVE LINE

Pepperidge Farms, bakers of the popular line of home style products, have added a new item to their Brown 'n Serve breads. French bread, molded into two loaves, each about eight inches long and two and a half inches wide, are packaged together to retail for 22¢ a box at Gristede and Grand Union chain stores in the New York metropolitan district. This packaging means that the housewife may bake the loaves separately and so have crispy, golden crusted eating for more than one meal. This is one of six Brown 'n Serve items put out by Margaret Rudkin, proprietor of Pepperidge products.

promotion, I had hopes that the cake would create a lot of word-of-mouth publicity and, best, that it would draw women to our shops," Mr. Godde reported. "I wanted these women to buy and take home with them a truly quality cake, the best sort of cake it was within our power to bake. If the homemaker's family liked the cake, I knew she'd be back. And that's all the opportunity we felt we needed to convert her into a regular customer.

Hopes Exceeded

"In brief, this was our initial thinking. This represented our fondest expectations. But listen to this: Our hopes were in every way exceeded. Total cake sales were increased in excess of 500% over and above normal week-end sales. Store traffic skyrocketed. In addition, sales of all other bakery items were far in excess of our week-end average. And in the process, we think Battle Creek has established Memorial Day as a new special occasion for cake promotions."

The cake promotion was backed with an organized, integrated promotional plan, together with good public relations. Public relations happened to play a particularly important role.

"Hospital officials were contacted and arrangements were made to provide Lady Orchid cakes at a Memorial Day Farewell Party," Mr. Godde reported. "A Memorial Day Committee was also formed, of which I was proud to serve as chairman. The committee arranged for a brief farewell ceremony to be held prior to the party. I had orchids individually boxed and flown to the mother, wife or sweetheart of each patient at Percy Jones Hospital for Memorial Day. An additional supply of orchids was distributed to hospital nurses at the party.

"We worked closely with the Battle Creek newspaper and local radio stations. Lady Orchid cakes were personally presented to the newspaper editors and radio station news commentators. Both press and radio representatives were especially helpful.

"Battle Creek business, civic and church leaders joined in our efforts to make the Percy Jones Hospital party an outstanding success. Battle Creek newspaper and radio stations followed our plans for the Memorial Day party step by step through actual completion with excellent news coverage."

A sizable amount of publicity, both newspaper and radio, was obtained all over the state, including Battle Creek, Detroit, Lansing, Grand Rapids and other cities. Our party was also reported by the news services on a nationwide basis. Even the New York Times and several other papers as far away as California reported the affair.

"All during this time our Lady Orchid cake promotion was going ahead," Mr. Godde said. "Newspaper advertisements were scheduled and spot radio time lined up in advance. We selected large size newspaper ads for dominance. Past experience has shown us that newspaper and radio advertising is most economical if larger space and more frequent spots are scheduled.

Contest for Salesgirls

"Our salesgirls in all shops were called in for a pep meeting and dinner a few days before start of the promotion. I made it a special point to see that every member of our

(Continued on page 58)



"PAN O' CAKE" PROMOTION—"Pan O' Cake," a new cake merchandising idea designed to help bakers increase summer sales, has been announced by Frank Morris, vice president of the bulk flour division of Russell-Miller Milling Co., Minneapolis. "Pan O' Cake" is a cake baked and sold in an all-purpose pan which is covered with a useful plastic bag. The promotion is suited to hot weather because customers can carry the cakes in the pans to picnics, church suppers or on week end trips to a lake or sea-side cottage. Illustrated above is the counter merchandising display used in the promotion at one of the retail outlets of Egekvist Bakeries, Minneapolis.

"Pan O' Cake" Sales Kit Offered

"Pan O' Cake," a new cake merchandising idea designed to help bakers increase summer sales, has been announced by Frank Morris, vice president of the bulk flour division of Russell-Miller Milling Co., Minneapolis. Available as a complete kit, "Pan O' Cake" will be heavily promoted during the summer months.

As the name implies, "Pan O' Cake" is a cake baked and sold in a handy all-purpose pan which is covered with a plastic bag.

Mr. Morris explained that the promotion is ideally suited to hot weather because customers can carry the cakes in the pans to picnics, church suppers, or on week-end trips to a lake or seaside cottage. The plastic bag will keep the cake fresh until it is needed, he said, and afterward the bag will serve a useful purpose as a refrigerator bag for vegetables. Or it may even be used to carry a wet bathing suit on the return trip home, he added.

In the bakery, Mr. Morris pointed out, the "Pan O' Cake" lends itself extremely well to self-service displays. Customers can not only see the cake, but can examine the plastic bag and pan before purchasing.

"Pan O' Cake" can be baked from any standard formula or from special formulas supplied by Russell-Miller. As an added attraction for customers, the cake can be baked in a combination of flavors. The complete "Pan O' Cake" kit, available through Russell-Miller, contains cardboard dividers which fit firmly into the pans, making two or three flavors easy to use.

To attract traffic to the bakery and to sell more merchandise to customers, the "Pan O' Cake" kit contains a large window streamer, a handsome poster, display tags and a bright yellow counter card with a space provided for price marking.

Pre-testing of "Pan O' Cake," before being introduced nationally, showed that the item could be sold for 20¢ to 25¢ over the usual selling price for a similar size cake. At this price, the kit becomes self-liquidat-

ing to the baker and at the same time gives the housewife an unusual bargain, easily worth 50¢ more than the cost of the cake.

The complete "Pan O' Cake" kit, containing 12 point-of-sale pieces, 50 bright 7½x13x1½ in. cake pans, cardboard dividers, and 50 plastic bags imprinted with the "Pan O' Cake" label, is available at nominal cost from Russell-Miller salesmen or from the firm's Minneapolis offices.

BREAD IS THE STAFF OF LIFE

NARGUS Approves Bakers of America Program Tie-ins

Hearty approval of the Bakers of America Program's national promotion theme of tie-in sales, to build not only bread sales but also the sales of related food items, was given by the National Association of Retail Grocers of the U.S. at its recent convention in Chicago.

"The efforts put forth by the Bakers of America Program during the past few years have improved the relationship between the baker and grocer and added up to additional sales for both of them," A. F. Guckenberger, secretary of the New York State Food Merchants Assn., stated at the convention.

"The program is helping the grocer become a better bakery department merchandiser, to the benefit of both the grocer and baker. They are doing a wonderful job especially with tie-in sales promotion."

Mr. Guckenberger pointed out that bread brings the grocer more than 70¢ weekly profit for every foot of display space—more than seven times as much as soap flakes, five times as much as canned fruit, and three times as much as the profit in pickles and olives.

The merchandising service of the Bakers of America Program has gone directly to the grocer, both independent and chain-store, both retail and wholesale, to help him get the most out of his sales.

Ice Cream Promotion Offers Opportunity for Tie-In Sales

CHICAGO—A nationwide ice cream promotion during June and July is offering opportunities for sales of such related items as baked goods.

The American Dairy Assn. points out that related food manufacturers, retail outlets, magazines and the International Association of Ice Cream Manufacturers are cooperating with it in the campaign.

The dairy association, advertising in national publications, has urged the use of "ice cream every day a

different way." And among the suggestions in the advertisement are blueberry pie a la mode, cake a la mode and cookies with another ice cream dish.

Among those joining in the promotion have been Look Magazine and Fawcett Publications. A recent issue of Look carried a feature on "Ice Cream Is a Good Mixer" which stressed various uses of ice cream. And Fawcett, through its True Con-

fessions, suggested ways of using ice cream.

Local advertising also is being used in the promotion, and retailers have been given assistance with display and advertising material.

A considerable number of related food manufacturers are taking part in the ice cream sales drive.

—BREAD IS THE STAFF OF LIFE—

ASBE PAPER ON COSTS

CHICAGO—At the annual meeting of the American Society of Bakery Engineers in March, one paper was devoted to production costs by Peter G. Pirrie, Bakers Weekly, New York. This paper has now been sent to the members in the form of a 6-page



ICE CREAM PROMOTION—Leading a major advertising and merchandising campaign to sell ice cream and related foods is this advertisement of the American Dairy Assn. The ad appeared in recent issues of national magazines. As shown above, the public is being urged to eat ice cream with cake, pie, cookies and other foods.

REX and CHARM can be the backbone of a fine bread business. For these top quality brands of flour are so consistently accurate in their baking response that they make streamlined quality bread production easy. Careful wheat selection, skillful milling and watchful laboratory control combine to maintain exactly the same flour quality today and tomorrow. That's why **REX and CHARM** will win a fine reputation in your bakery.

bulletin, covering the general subject of production costs and invisible losses. A copy of the bulletin will be sent on request to the secretary, Victor E. Marx, Room 1354, La Salle Wacker Bldg., 121 W. Wacker Drive, Chicago 1, Ill., if a 6¢ stamp is enclosed.

—BREAD IS THE STAFF OF LIFE—

"CISCO KID" RADIO SHOW BEING USED BY BAKERS

CINCINNATI—The Frederick W. Ziv Co., whose transcribed "Cisco Kid" radio program is now being used successfully by large numbers of bakers all over the country, has recently mailed an autographed photo of "America's Greatest Bread Salesman" to bakers where the show is not now on the air.

Along with each photo was enclosed a letter, signed by W. B. Philley, sales promotion manager, in which the advantages of the show for bakers are set forth, together with comments by several of the country's leading bakers now sponsoring the program.

The letter also stresses the fact that, under the bakers' syndicated plan, the cost of the program is based on market size of the baker.

—BREAD IS THE STAFF OF LIFE—

REPRESENTATIVE NAMED

NEW YORK—A. Katzman, president of the I. D. Co., fancy container division, New York, has announced the appointment of Victor Cowley, Cowley Co., 435 Locust St., San Francisco, as exclusive sales representative for the state of California. Mr. Cowley formerly represented the I. D. Co. in San Francisco and surrounding areas.

VAN DE KAMP PUBLICATION WINS AWARD

LOS ANGELES—The Windmill, house organ of Van de Kamp's Holland Dutch Bakeries, Inc., here was recently awarded first prize for the publication's black-and-white cover in a contest conducted among Southern California company publications by the Southern California Industrial Editors Assn.

J. F. IMBS MILLING CO.
420 Merchants Exchange
St. Louis, Mo.

Capacity 3,800 Sacks Wheat Storage 400,000 Bus.

MOORE-LOWRY FLOURS ARE "Precision Flours"



The picture above approximates the blueprint of a kernel of wheat which the cereal scientist has in his mind at the start of each crop year. He knows it has stable physical characteristics and will have variable chemical characteristics. It is his duty to determine, from among the many samples of wheat he will receive, which have high baking qualities and which have not. How well he is able to make this determination depends not alone upon the laboratory facilities at his disposal, but upon his skill and experience. We take pride in a staff that has both and in a laboratory that is complete in every phase. We know with certainty that only wheat which meets a rigid test for baking quality can ever reach the mill stream.

THE MOORE - LOWRY FLOUR MILLS COMPANY

MILLS AT COFFEYVILLE, KANSAS

DAILY CAPACITY 4200 CWT.

OFFICES: KANSAS CITY 6, MO.



SCENES FROM SLIDE FILM: Shown above are four scenes from the color sound slide film, "Avenues of Opportunity," recently released by the Fleischmann division, Standard Brands, Inc., New York, to assist in bake shop salesgirls' education. Together with the title frame and the three signs pointing to the "avenues of opportunity" are pictures showing the technique and end result of suggestive selling.

"Avenues of Opportunity"

New Fleischmann Film Is Salesgirls' Training Aid

During the June 13 session of the Associated Retail Bakers of America convention at Long Beach, Cal., the premiere showing of "Avenues of Opportunity," a new, full-color, sound slide film just produced by the Fleischmann division of Standard Brands, Inc., was held.

Miss Kay Williams, Fleischmann retail bakery promotion manager, introduced the film with the statement that it had been developed as a sales training aid for bakers everywhere who must meet the constantly increasing competition for other foods through the improved selling techniques of their salesgirls. It was felt that the film's practical illustrations of suggestive selling would be of present and lasting value to every salesgirl who sees it.

"Avenues of Opportunity"

Basic theme of the 22-minute film is that breakfast, lunch and dinner can be the salesgirl's three main "avenues of opportunity" if she will use suggestive selling to anticipate and solve the housewife's daily problems of what to serve her family for breakfast, lunch and dinner.

Narration in the film points out that when these three meals a day are multiplied by the number of days in a year, the salesgirl has 1,095 opportunities to suggest and sell baked products—plus the many additional suggestions she can make for

holidays, anniversaries, between-meal parties and bakery "specials."

After its introduction, "Avenues of Opportunity" presents a series of practical examples of suggestive selling techniques through the use of illustrated dialogue between a typical retail bakery salesgirl and her daily customers. Throughout this sequence, the simple rule is established that in the morning hours, the salesgirl should suggest baked items appropriate for lunch and dinner. In the afternoon hours she should suggest baked items appropriate for dinner and the next day's breakfast.

In describing the approach to this type of suggestive selling the point is made that it should be both helpful and informative—that the salesgirl should suggest baked items that will help solve each customer's particular problem, and that she should be able to tell the customer enough about the products to show why they are the "best" answers to the housewife's problem.

The film features a series of scenes which stress the fact that the retail bakery salesgirl is particularly fortunate in that she has the type and variety of delicious and healthful products that are needed at every meal and that fit with every other food. Moreover, she has a powerful partner by her side in the Bakers of America Program—a partner that is helping her to tell and sell the baked goods story to millions of housewives in the nation's leading magazines.

In its conclusion, "Avenues of Opportunity" returns to the basic theme that breakfast, lunch and dinner are—"The three main avenues of opportunity that lead from the doors of 40 million American homes to the store doors and counters of over 20,000 retail bakeries. The avenues of opportunity that provide a steady and stable market for your baker's products. The avenues of opportunity that provide a helpful and successful sales career for you."

Following the premiere showing

Miss Williams announced that "Avenues of Opportunity" will be obtainable for showings at bakery association meetings and get-togethers, local retail salesgirl meetings and group meetings of salesgirls from individual bakeries. She advised association officials and individual operators who wished to schedule the film to get in touch with their Fleischmann representative.

—BREAD IS THE STAFF OF LIFE—

AIB Initiates New Quantity Recipe Service

The American Institute of Baking, Chicago, has initiated a new tested-recipe service consisting of quantity recipe releases developed in the institute's test kitchen. These recipes have been designed for use by cooks and food managers in restaurants, hotels, schools, hospitals and other institutions preparing meals in large quantities. They include tested recipes for entrees, desserts, soup croutons and sandwiches, along with a cake cutting guide, and quantity guide for using bakery foods. The recipes are printed on regular file-size records.

Presentation of the service was made at a pre-National Restaurant Assn. convention luncheon for members of the press of publications circulated to institutional food services. Members of the American Institute of Baking staff stressed the advantages of using bakery foods in the preparation of large quantity meals, emphasizing time and cost savings, as well as good eating qualities.

The recipe releases, with accompanying photographs where desired, will be furnished food columnists of institutional food service magazines and newspapers, who in turn may offer them to their readers.

The baking industry's booth at the restaurant convention also distributed the recipes. Additional copies may be obtained by writing the American Institute of Baking, 1135 Fullerton Ave., Chicago 14, Ill.

—BREAD IS THE STAFF OF LIFE—

Arthur Godfrey Show Salutes Bakers of America

Bakers all over the U.S. were saluted by Arthur Godfrey in his morning broadcast June 13.

Mr. Godfrey, who used to sell baked goods from house to house, aired his best wishes over the entire Columbia network to the nation's bakers, during the show, sponsored by Pillsbury Mills.

"Best wishes from all of us to the bakers of America, an industry which plays an important part in keeping this country well and happily fed," he said.

The broadcast followed closely Pillsbury's 2-page spread in *Life* magazine on behalf of bakers everywhere.

The broadcast, which occurred at a time when the Associated Retail Bakers of America was in convention at Long Beach, Cal., was piped into the meeting hall. Mr. Godfrey said to the nation's bakers:

"The bakers of the country are baking up some new treats for you. Did you see the ad they had in *Life* recently? See what it says in *Life's* double spread! Your baker is bringing you a \$10,000 feast. Watch Bakery Goods Featured During June for Big

Parade of Prize Winners, starring a new coffee-cake called Fiesta Fruit Fan Coffee Cake."

Talking to his audience who had just been served some Fiesta Fruit Fan coffee cake, he said: "We've got one on the table here this morning. Won't you have a look at it? Isn't it delicious? Isn't it something? Did you all have some? How was it—any good? Good! That's fine. Now let me tell the rest of the facts about it to those who didn't have any.

"Now let me see. They call this the Fiesta Fruit Fan coffee cake. There are three or four types of baked goods in that ad. They are baked by a wholesale baker who sells through grocery stores or a retailer who has his own shop or a house to house baker—like I used to do. I used to drive a bakery wagon and go from house to house selling cakes, breads, coffee cake. Who ever shows you this, give it a try, will you? They will have new bakery products made from recipes selected by a panel of baking experts coming your way, so watch for it. Best wishes from all of us to the Bakers of America, an industry which plays an important part in keeping us all well fed.

"I want to say 'happy bakers day' to the bakers. Thanks a lot from all of us."

—BREAD IS THE STAFF OF LIFE—

Auction with Imitation Money Boosts Bakery Sales

Issuing "script" imitation money, \$1 of which is given to customers for every actual dollar spent in the bakery, and allowing customers to bid with it on a monthly auction held in the bakery, is a clever stunt which has attracted much attention and built sales for the Mary Ann Bakery in Denver.

Developed in combination with other retailers in a small Denver shopping community, the plan has more than doubled the actual number of customers visiting the bakery since early 1950, and has resulted in a heavy sales increase as well, according to the management. The "script," printed in blue and white, resembles \$1 bills, and is issued in amounts



DRESSIER WRAPPING—Bread and similar products are kept fresher with brighter sales appearance in a new wrapping paper introduced at the National Packaging Exposition, Chicago. Added to the paraffin wax coating, Bakelite polyethylene resin improves the strength of the heat sealed bonds of the paper, permitting stronger seal that keeps moisture and flavor inside. The sturdy plastic also improves the gloss and general appearance of the package and gives greater protection against scuffing and abrasion, it is claimed.

from 10¢ to \$10, each customer receiving a sheaf of "notes" which exactly corresponds with her actual cash expenditure.

Once a month, the bakery holds an "auction" during which valuable prizes are offered for customers holding large amounts of "script" to bid with, on the purchase of the item. Cakes, household goods, small electric appliances, etc., are all offered, and bids have gone as high as \$500 in "script" for a single item. A turnout of hundreds of people for the monthly auction insures plenty of fun for everyone, and the Mary Ann Bakery management is certain that by utilizing this clever plan, many sales which otherwise would go to other parts of the city are "held in our own neighborhood."

BREAD IS THE STAFF OF LIFE

Selling Baked Goods

Store Decisions Found Important

Most purchases of baked goods in the super market involve some type of buying decision after the customer is in the store, according to a survey by E. I. du Pont de Nemours & Co., Wilmington, Del.

In a market study of baked goods buying habits, Du Pont classified purchases as follows: Planned—a specific item such as "a loaf of white bread" of a certain type or brand; generally planned—no special kind or brand item in mind, such as "a loaf of some kind of bread"; substitute—a change from a planned item; unplanned (or impulse)—purchases of shoppers who had no intention of buying baked goods when they entered the store.

By actual store count, Du Pont said, 69.8% of all baked goods sales involved store decisions. This figure includes general plan, substitute and unplanned purchases.

Such findings, Du Pont says, show that point-of-sale—the store itself—is one of the most important places to influence shoppers' decisions in favor of bakery products and certain brands or types. And to influence store decisions, the company says, markets should be shown the importance of displays and packages that sell the products.

Here are survey results for various baked goods items, showing the extent store decisions resulted in purchases:

White bread: 62.3% of the white bread purchased resulted from some type of store decision—including 14.9% unplanned, 45.5% generally planned and 1.9% substitute. Planned purchases of a certain type or brand amounted to 37.7%.

Variety breads: Store decisions accounted for 69% of the purchases—including 34% unplanned, 31.3% generally planned and 3.7% substitute.

Rolls: 85% of roll purchases were selections after entering the store. This included 53.6% unplanned, 25% generally planned and 6.4% substitute.

Sweet rolls and coffee cake: Store decisions accounted for 89.2% of the purchases—including 67.6% unplanned and 21.6% generally planned.

Cake: 91% of the purchases involved some type of store decision—68.4% unplanned, 20.3% generally planned and 2.3% substitute.

BREAD IS THE STAFF OF LIFE

FOOD EDITORS TO MEET

NEW YORK—The Newspaper Food Editors Conference, sponsored by a committee of the American Association of Newspaper Representatives, will be held Oct. 9-13 in New York.

SUCCESSFUL SELLING

A Column of Comment

BY WAYNE G. MARTIN, Jr.



Percentage for Advertising

MANY bakers, as well as other food manufacturers, establish their advertising budgets upon a percentage of gross income, or so much a dollar of sales volume. That may be satisfactory when business moves along fairly evenly, with few high or low spots in it. It is one means of controlling advertising expenditures.

However, it has definite faults, which detract greatly from the primary purposes of advertising. Under it, for instance, when business enjoys a period of prosperity advertising is materially increased, which is just when this is not needed. On the other hand, when business declines, advertising goes down with it, and that is the very time when more advertising is required.

It seems to us that a baker can determine within reasonable exactness approximately how much he needs to spend to do a satisfactory job of advertising for his business regardless of business conditions. We do no believe that he needs to increase this materially simply because he has a few more dollars to spend, and most certainly we do not believe that his advertising effort should be decreased when his gross income is down a little. If anything, that is the time when greater advertising efforts should be made. In other words, an adequate advertising program should be carried on at all times, regardless of business conditions.

Use Census Data

Information is now becoming available from this year's census. It has been 10 years since the last one was

taken, and business and general conditions have changed greatly during that period. Undoubtedly much of this new data will be valuable to the baking industry, and especially the wholesale segment of it.

However, as is true of all information, it will be valueless unless properly used. In doing this, probably the most important phase of the available data is the indication of the trends which have set in during the past decade. These trends include buying habits, population shifts and many other factors that affect purchasing.

A wholesale baker does not have to be a trained statistician to utilize this data. Much of it will be interpreted in the business press and by trade associations. He will, however, have to study in what way it affects

his own business. Through this information he will have available for his own use the most complete marketing study that has ever been made in this country. Much of the data will be broken down even by city blocks, which will enable retail and small wholesale bakers to use it. However, as we previously said, the census data will be only as valuable to bakers as they make it.

Twin-Loaf Packaging

Bakers who have not already done so might well investigate the sales possibilities in their communities of the twin-loaf bread package. This type of container combines two small loaves, both together approximating a regular sized loaf of bread. The advantage is that the consumer may use one loaf at a time, thus keeping the other one fresh for future use.

According to many reports, bakers in various sections of the country are meeting with great success with this package. In some cases they are putting two types of bread in the overall container, such as white and whole wheat, thereby increasing its sales scope. Labeling and designing such a package can be varied in many ways.

While this idea is not particularly new, nevertheless its use seems to have spread more rapidly within the past year or two. With the competition bakers are meeting from other foods, any new sales advantage that can be found should be utilized as aggressively as possible. Perhaps all communities are not suitable for promoting the twin package idea, but at least some study should be given to it.

More From Labels

While material progress has been made in the baking industry through improved labeling of its packages and containers, nevertheless there is still room for improvement. In fact, that is true of the entire food industry, according to the opinion of many packaging experts. This does not entail any radical change in package design, but simply better use of presently known devices.

Consumer demand for foods offers many sales potentials for increasing volume, providing every possible merchandising means is employed. In the packaging of bakery products, for instance, many labels could be improved so that they would both get initial attention, and likewise hold this attention over a long period of time.

Packaging for Retail Grocers

Wholesale bakers would benefit from studying a recent report issued by the U.S. Department of Commerce about what retail grocers want in packages. The survey upon which this report was issued indicated that grocers believe that much progress

(Continued on page 54)

Bakers' Program Boosts Sales Through Tie-In Promotions

To boost grocers' profits through bakery foods tie-in-sales promotions with related foods, the Bakers of America Program's summer-time theme is "Summer Time Is Sandwich Time."

This theme, part of the program's 1950 advertising campaign, is designed to increase grocers' sales of bread and other bakery foods and other related items, all of which are

(Continued on page 58)



DISCUSS TIE-INS—Gus Fay, left, of the merchandising service of the Bakers of America Program, Chicago, is shown above discussing the "Summertime Is Sandwich Time" promotion the bakers' program is presently concentrating on with Joe Bildner, King's Super Markets, East Orange, N.J. Mr. Bildner reported that he intended to "go all out" on the tie-in promotions to push sandwiches during July and August.

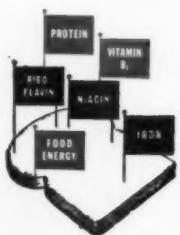
ARNOLD OF STERLING



THORO-BREAD

the perfect flour

WE ARE probably sentimental about it, but each year at this time, when the new harvest of golden wheat is rolling to market over thousands of miles of sunny countryside, we feel like giving thanks to the Lord for this bounty and for the privilege we have of turning this grain into wholesome, nutritious flour. It makes us feel that we are a pretty important part of the nation's working force. And, too, it makes us more determined than ever to make THORO-BREAD flour of only a quality that will justify its name, "the perfect flour."



ARNOLD OF STERLING

THE ARNOLD MILLING COMPANY
STERLING, KANSAS

Capacity 2,500 Cwts. Daily

Wheat Storage 500,000 Bus.

ARNOLD OF STERLING

Keeping Qualities of Brown 'n Serve Products Reported

CHICAGO—The keeping qualities of Brown 'n Serve bakery products are as good as those completely baked products, according to recent tests conducted in the laboratories of the American Institute of Baking. The report was contained in a recent bulletin of the AIB's consumer service department.

"As summer approaches, questions have been raised concerning the keeping quality of these pressure-baked products under hot, humid conditions," the bulletin said. "Experiments in the laboratories of the American Institute of Baking reveal that the keeping qualities of Brown 'n Serve products are as good as those of the completely baked rolls. The housewife will find, therefore, that she may keep Brown 'n Serve products under the same conditions as she ordinarily keeps finished baked foods, and experience no undue difficulty with mold. Unlike the fully-baked products, the Brown 'n Serve rolls and bread may be refrigerated without deleterious effect and thereby further protect it against mold growth in unusually difficult weather."

"Ordinary rolls and bread stale faster in the refrigerator than at room temperature; but with Brown 'n Serve products, this staling is of no consequence, since the housewife's completion of the baking process entirely reverses the staling process."

BREAD IS THE STAFF OF LIFE

Practical Appeal

Mutilated Tire Points Up Careful Driving Plea

MIAMI, FLA.—At the entrance to the sales department of the Fuchs Baking Co., South Miami, there has been set up a comparatively new tire taken from the right rear wheel of one of the delivery trucks. Surmounted on the exhibit are three photos showing

A flat tire

Running over a large obstacle
Backing into a curb.

The tire on display shows a large rip caused by the above reasons. A card attached to the tire says that over two-thirds of tire failures are found on the right rear wheel of the trucks. It urges salesmen to be more careful when backing up to avoid the curb, and to avoid large stones, etc., while driving.

The actual loss in mileage on the tire in question was figured out and the resultant loss to the bakery was shown to be the net profit on 12,517 loaves of bread!

It has been amazing how strongly this appeal hit the men of the sales force, the company points out. The result in more careful driving is being felt.

BREAD IS THE STAFF OF LIFE

SACRAMENTO FIRM BUYS GOLDEN CRUST BAKERY

SACRAMENTO—The Old Home Bakers of Sacramento is completing arrangements for the purchase of the Golden Crust Bakery in Chico, Cal.

Vern DuFrene, general manager of Old Home Bakers, said the purchase represented an expansion of the local company's sales area. The amount of money involved in the sale was not disclosed.

THE AMERICAN BAKER

The Golden Crust concern was damaged by fire several months ago. Reconstruction is nearing completion.

Frank Welsh, owner of the Golden Crust Bakery, announced he was disposing of other California property, including his partnership in Welsh's Town & Country Bakery in Sacramento, and plans to concentrate on operation of his Reno, Nev., plant.

BREAD IS THE STAFF OF LIFE

GOOD DISPLAY STRESSED

VANCOUVER—David Schneiderman, sales manager of S. Gumpert Co., New York, recently lectured to local bakers and members of their staffs at Vancouver, B.C. He special-

ly stressed the necessity of eye appeal in attracting the modern customer to displays of goods. The function was sponsored by the Bakers Allied Trades Assn.

BREAD IS THE STAFF OF LIFE

EXPANSION PROGRAM SET FOR ROSELYN BAKERIES

INDIANAPOLIS—Roselyn Bakeries, Inc., marked two major expansion steps recently. Work started on its new bakery building which will cost an estimated \$200,000, and another store outlet was opened at the Standard Supermarket in Indianapolis. John S. Clark, owner, who

has built the Roselyn business into a chain with a dozen major outlets, said the new bakery will have a capacity for supplying at least 20 retail stores. He also has plans for a restaurant wholesale division as well.

BREAD IS THE STAFF OF LIFE

NEW FIRM CHARTERED

DOVER, DEL.—Sans-Krust Corporation of America, baking machinery, has been chartered by the corporation department of the Secretary of State's office here. Capital of the firm was listed at 2,500 shares of stock, no par value. Prentice-Hall Corporation System, Inc., Dover, Del., is serving as the principal office.

Beautiful

WHITE BREAD

Wytase

DOUGH WHITENER

REG. U.S. PAT. OFF.

WYTASE is the registered trade mark of the J. R. Short Milling Company to designate its natural enzyme preparation for whitening the dough.

The Wytase-way is nature's way to a more perfect white loaf . . . whiter crumb color—better grain and texture—and a come-back-for-more flavor.

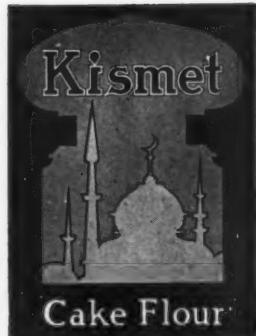
J. R. SHORT MILLING COMPANY, 38th and South May Streets, Chicago 9, Illinois

**DOWN THRU
THE YEARS...**
for 3 generations...

For the future, too, GOLDEN LOAF will always be the big value in uniform, strong, fine spring wheat flours.

"Golden Loaf" Flour
TENNANT & HOYT COMPANY
LAKE CITY, MINNESOTA

FOR BAKERS



Standard of Quality

NOBLESVILLE MILLING COMPANY
INDIANAPOLIS 9, INDIANA

**104 YEARS OF MILLING EXPERIENCE
PLUS MODERN LABORATORY CONTROL
ASSURES THE BAKER EXCELLENT RESULTS WITH:**



HUMMER—Spring Hi-Gluten
LIBERTY—Short Spring Patent
BEST PATENT—Standard Spring Patent
LOTUS—Strong Spring Patent
STRONG BAKERS—First Spring Clear
CAKE and PASTRY FLOURS
RYE—White - Medium - Dark

GEORGE URBAN MILLING CO. BUFFALO N. Y.



HANDICAPPED WORKERS SUCCEED—Donald Scheller, who works with his arms on the loading dock of the Weston Biscuit Co., Burbank, Cal., despite a 40% disability, received shrapnel wounds during the war which paralyzed his left forearm. It is the experience of the Weston plant that handicapped workers do superior work, both in quantity and quality of production.

Weston Finds Handicapped Workers Superior in Production, Quality

BURBANK, CAL.—Handicapped people compete for jobs at the Weston Biscuit Co. on an equal footing with other applicants. However, in devoting himself to the job for which he is accepted, the handicapped person is likely to do superior work, both in larger quantity and quality of his production.

This is the testimony of C. Kilpatrick, personnel manager of the Weston plant here, which was given a Presidential Award for its success

Lyon & Greenleaf Co., Inc.

MILLERS OF
High Grade Soft Winter Wheat Flour
Plain and Selfrising
LIGONIER, IND. NORFOLK, VA.

The Williams Bros. Co.

Merchant Millers KENT, OHIO, U.S.A.
Specialists Ohio Winter Wheat Flour
All our wheat is grown on "Western Reserve" and bought from the growers at elevators we own and operate.

Chickasha Milling Co.

Capacity 1500 sacks CHICKASHA Cable Address "Washita"
OKLA. Manufacturers of High-Grade Hard Wheat Flour
Foreign and Domestic Trade Solicited
Member Millers' National Federation

HIGH GLUTEN FLOURS

For Bakers
The Morrison Milling Co.
Denton, Texas
Emphatically Independent

GLOBE CEREAL MILLS

EL PASO, TEXAS
Cream of Wheat Flour
"Best for the Southwest"

in utilizing handicapped war veterans in regular employment. The Weston Biscuit company's plant here was

Mennel

Quality, Uniformity,
Laboratory Control

**HOSTESS
SUPERCAKE**

Special
Cake Flours

**The
Mennel Milling Co.**
TOLEDO, OHIO - U.S.A.

Mennel

**FORBES BROS.-
CENTRAL MILLS CORP.**

Over 60 Years Experience
Making Quality Products

4-B EXTRA FANCY CORN GRITS
CORN MEAL CORN BRAN
HOMINY FEED

Box 886 South Topeka, Kas.

Helps build your
reputation as a baker
of the finest cakes

PIKES PEAK CAKE FLOUR

The COLORADO MILLING & ELEVATOR COMPANY

General Offices: DENVER, COLORADO

commended for its "very fair and modern hiring policy as regards the physically handicapped."

Handicapped workers fill more than 4% of the jobs in the 10 classifications which the experience of the company has shown that they can be utilized. Six are classification for men and four for women. The masculine classifications are: shipping clerk, dough roller, salesman, truck driver, mechanic's helper, and warehouseman. The feminine classifications are: general office clerk, women's locker room matron, production inspector and cookie packer.

"There is no discrimination between

the handicapped and normal applicants for work. We judge a man by his abilities, not disabilities. There is no separate wage scale for handicapped workers. Whatever classification of work they are assigned to they are paid the prevailing wage rate," Mr. Kilpatrick said.

"We find that the handicapped person, if he is placed in a job consistent with his capabilities, will turn out a larger quantity and quality of production than the average normal employee. Undoubtedly, this is caused by the handicapped person's realization that opportunities for jobs are not as prevalent for him as they are

for the normal job seeker," Mr. Kilpatrick declared.

BREAD IS THE STAFF OF LIFE

Dunwoody Alumni Group Begins Drive to Expand Roster

MINNEAPOLIS—The alumni association and fund of Dunwoody Industrial Institute here is starting a drive in July to contact the alumni of the school—tradesmen who are now scattered throughout the country, working in all kinds of trades.

According to Morgan H. Potter, president of the alumni association and fund, the plan is to reach at least one half of the 120,000 alumni who have at one time taken training at Dunwoody Institute. "We want to bring them up to date on Dunwoody, on their friends from Dunwoody days, and to gain their support through the fund, to help carry on the work of the school," he said.

"Alumni and friends of Dunwoody," Mr. Potter added, "who send their names and addresses in to the school will be put on our mailing lists, and will receive the publications of the association and fund."

About 10,000 alumni were added to the mailing lists as a result of work with alumni during the past year, he reported.

BREAD IS THE STAFF OF LIFE

WESTON BISCUIT CO. TO EXPAND CAPACITY, OPERATIONS IN TEXAS

WACO, TEXAS—The local plant of the Weston Biscuit Co. of Texas will be doubled in capacity and in personnel, W. Garfield Weston, head of the worldwide bakery empire, told the local daily newspaper in a long-distance telephone conversation recently.

Mr. Weston announced he had just completed the cash purchase for \$150,000 of a 175 by 300 ft. tract adjoining the plant at 200 Franklin Ave.

Speaking from Passaic, N.J., Mr. Weston also said that the Southern Maid Products Co., operated by Vic Ballowe, had been purchased and Mr. Ballowe appointed as general manager of a new soft cake division of Weston of Texas.

Julian Ball had been appointed president of Weston Biscuit Co. of Texas to succeed F. W. St. Lawrence of Toronto, Ontario.

Grainger Weston, eldest of the Weston children, would become assistant general manager of Weston of Texas.

The local plant was purchased by Weston from the Southern Maid Baking Co. about a year ago for \$400,000. The latest \$150,000 expenditure ups Weston investment in Texas to \$550,000.

WESTON BUYS PLANT IN WESTERN CANADA

VANCOUVER—Weston Bakeries, Ltd., has purchased the plant of the Western Match Co. on Devonshire Road, Esquimalt, B.C. The sale is understood to have involved \$100,000. The building has 28,000 sq. ft. of floor space and was originally built by a Victoria firm. It was later taken over by the Eddy Match Co., which incorporated the operations in its own new plant at Mission and closed down the building on the outskirts of Victoria.

BREAD IS THE STAFF OF LIFE

LABOR COSTING

CHICAGO—One of the papers presented at the annual meeting of the American Society of Bakery Engineers in March was entitled Practical Application of Labor Costing by Arthur F. Cordes, then of William Freihofer Baking Co., Allentown, Pa. The paper, in the form of a 6-page bulletin, has just been released to the membership. A copy of the paper will be sent on request to the Secretary, Victor E. Marx, Room 1354, LaSalle Wacker Bldg., 121 W. Wacker Drive, Chicago 1, Ill., if a 6¢ stamped, addressed long envelope is enclosed.

A RECOGNIZED MARK OF EXCELLENCE FOR MORE THAN 70 YEARS



FLOUR FOR PERFECT BAKING

HERE at the HUNTER Mills, we are in the midst of our seventy-second harvest. As usual we are picking the choice wheats from the golden fields in this heart of the world's biggest wheat area. They will be stored away until you need them later in the year in HUNTER flours. We have recently completed a substantial addition to our wheat storage facilities to do this job better than ever.



ANOTHER GREAT FLOUR

THE HUNTER MILLING CO.
WELLINGTON, KANSAS



ONLY THE HUNTER MILLS BETWEEN THE WHEAT FIELD AND YOUR BAKERY

Dry Yeast is Here!

KERY



RED STAR YEAST & PRODUCTS COMPANY, MILWAUKEE 1, WISCONSIN



DO YOU KNOW . . . ?



Here's your chance to test your knowledge on a variety of subjects concerned with the baking industry. There are no encyclopedias for the bright boys, nor dunce caps either. When you have ticked off your answers, turn to page 40 for a check against the correct statements. Each correct answer counts five points. A score of 70 is passing, 80 good, 90 very good.

1. Almond and coconut macaroons should be baked on paper covered pans instead of directly on pans like most other types of cookies. True or false?

2. Hydrogenated shortenings are made so that they have a uniform melting point the year around. True or false?

3. When making angel food cakes

it is necessary that the cream of tartar and salt are added to the whites before beating them. True or false?

4. Egg whites used in pie crust, in order to decrease the tendency toward sogginess, should be beaten up before being incorporated into the dough. True or false?

5. As a general rule, bread should be proofed at a temperature of about 95° F. to 100° F., with a relative humidity of about 80 to 85%. True or false?

6. In order to replace granulated sugar with honey, it is necessary to use 1 lb. 4 oz. honey for each pound

of sugar to obtain about the same sweetening value. True or false?

7. Fruit cakes should be baked quite well in order to decrease the tendency for them to get moldy. True or false?

8. Baking powder is not used as the only leavening agent in making molasses cakes. True or false?

9. A good pie crust should contain about 70-75% shortening or lard, based on the weight of the dough. True or false?

10. A baker is using 4 lb. milk solids (nonfat) to each 100 lb. flour in his bread doughs. In order to replace these milk solids with sweetened condensed milk (nonfat) he would have to use about 14 lb. of this product. True or false?

11. The calorie content of pumpernickel rye bread is higher than that of white bread. True or false?

12. There is no difference between smooth and grainy lard except in appearance. True or false?

13. Glycerine is sometimes used in frozen eggs in order to produce smoothness. True or false?

14. Lemon pie filling should not be cooled in large containers as it quite often turns watery and runny. True or false?

15. Yolks will produce a more tender and better eating quality coffee cake than whole eggs. True or false?

16. To cool bread in a vacuum cooler it is placed in the cooler as soon as it is removed from the ovens. True or false?

17. Three to four ounces of water per quart of egg whites, are sometimes added in making angel food cakes in order to produce a more tender and moist product. True or false?

18. Corn sugar is sometimes specified in pie dough recipes. True or false?

19. A good patent bread flour will contain about .50-.52% ash. True or false?

20. An egg wash is used on the top of pies in order to produce a more tender crust. True or false?

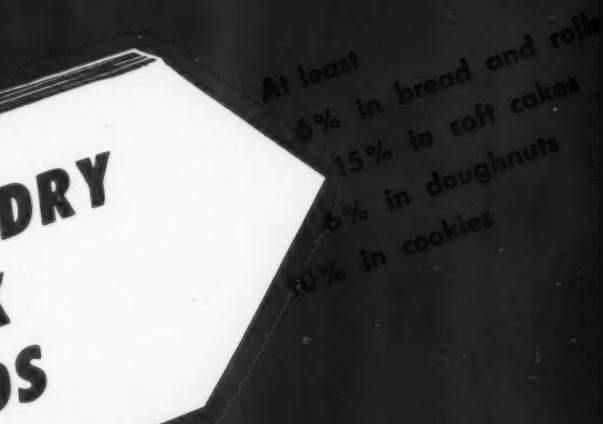
BREAD IS THE STAFF OF LIFE

PRODUCTION OF FROZEN EGGS CONTINUES TO DROP

WASHINGTON—The quantity of liquid egg produced during April totaled 112,854,000 lb., about 1% larger than the 111,298,000 lb. produced during April last year but 22% below the 1944-48 average of 143,961,000 lb. The quantity used for drying was slightly more than a year ago, while the quantity frozen was slightly less.

Dried egg production totaled 12,987,000 lb. compared with 13,377,000 lb. in April last year. Production consisted of 11,969,000 lb. dried whole eggs, 462,000 lb. dried albumen and 556,000 lb. dried yolk. The government contracted for 42,029,928 lb. dried whole egg through May 12 for egg price support purposes. Production of dried whole egg for the first four months of 1950 totaled 29,845,000 lb. compared with 34,206,000 lb. during the same period last year.

The production of 64,218,000 lb. of frozen egg during April was about 1% less than the 64,867,000 lb. produced during April last year and 25% less than the 1944-48 average production of 86,120,000 lb. Frozen egg storage stocks increased 39 million pounds during April, compared with an increase of 30 million during April last year, and the average April increase of 49 million pounds.



In these proportions, nonfat dry milk solids aids the baker to achieve superior nutritional qualities and improved baking characteristics. Experience proves better texture, richer color, more appetizing flavor and longer-lasting freshness.

Homemakers universally accept the nonfat solids of milk. Your products will cash in on this acceptance if they contain at least these amounts of nonfat dry milk solids. Use it. Advertise it. Capitalize on this powerful combination of extra value sales appeal.

MILK SOLIDS
MAKES THE DIFFERENCE!

AMERICAN DRY MILK INSTITUTE, Inc., 221 N. La Salle St., Chicago

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What Makes It So GOOD ?

1 ✓
Wheat Selection

2 ✓
Testing
Laboratory—
Pilot Mill—Bakery

3 ✓
Facilities
(Equipment)

4 ✓
Milling
Know How

5 ✓
Housekeeping
(Pest Controls)

6 ✓
Service
Handling & Shipping

7 ✓
Priceless
Ingredient

1 Wheat Selection

The much talked about tobacco buyers have nothing on today's flour grain buyers. They too spend years in gaining the knowledge necessary to become successful in their profession. They must know the growing history of each crop —what section each year, in the hard winter belt, produces the best wheat for flour milling.

Gooch grain buyers have a big advantage, as their search for quality begins in our home state, Nebraska, which is rapidly being recognized as producing the best quality Hard Winter Wheat in the Nation. As soon as the fall planting of wheat begins to show above the ground Gooch fieldmen start their checking. Root growth, snow coverage, spring moisture are carefully charted thru the life of the plant. Our wheat buyers use this pre-harvest record in selecting samples from all sections for laboratory testing.

When the big rush to market of new wheat starts, our buyers know just where to look for the cream of the crop. Much of this choice, pre-selected wheat, finds its way to our great elevators. Here it is stored and milled into the best of flour for our bakery customers.

Wheat selection is just one of the many steps taken by Gooch to supply you with the best in Bakery Flour. You will know the value of Gooch's seven steps for better bread flour when you first use



GOOCH'S BEST FLOUR

Needs No Blending to

Make GOOD Bread

GOOCH MILLING & ELEVATOR CO.

LINCOLN, NEBRASKA

Daily Capacity 5,000 Cwts.

Elevator Space 2,100,000 Bus.

ANSWERS
TO "DO YOU KNOW?"
Questions on page 38

1. **True.** They are baked on paper and usually on double pans in order to produce a soft bottom. Macaroons should be soft and chewy, and when baked directly on pans these results are usually not obtained.

2. **False.** The melting point of hydrogenated shortenings will vary depending upon the season of the year.

In the hot summer months the melting point is highest.

3. **False.** These ingredients may be added with the sugar in the first stage. Either procedure will work satisfactorily. It is the opinion of some bakers that when the cream of tartar and salt are added with the whites, before beating them, they will beat up slightly faster and have a somewhat firmer body.

4. **False.** There is no advantage in first beating the whites before incorporating them in the dough. It would increase production cost without showing any improvement in the finished products. The whites can be

added with the water used to make the dough.

5. **True.** However, excellent bread has been produced that was proofed at 104 and 105° F.

6. **True.** Honey is usually figured as being about 80% as sweet as sucrose. It may be necessary to decrease the moisture in the formula as honey contains about 18% water.

7. **True.** Also, inhibitors are available that can be used as preventatives against this trouble.

8. **True.** Molasses cakes should be alkaline in order to have an appetizing appearance. If only baking powder were used, the cakes would be distinctly on the acid side due to the

molasses being acid. Baking powder is neutral. It is usually figured that for each 20 oz. molasses used about $\frac{1}{4}$ oz. soda bicarbonate should be used to produce about the same leavening action as 1 oz. baking powder. It will be found that the soda content in the formulas is higher than these proportions in order to bring the cakes on the alkaline side.

9. **False.** The shortening should be based on the weight of the flour. The flour used should be either a special pie flour or an unbleached pastry flour.

10. **True.** He would also have to reduce the water in his formula 4 lb. 4 oz. and the sugar 5 lb. 12 oz.

11. **False.** Pumpernickel rye bread contains about 1,070 calories and white bread about 1,185 calories.

12. **True.** Grainy lard is cooled slowly and allowed to chill in the containers while smooth lard is made by rapidly chilling melted lard on a refrigerated drum.

13. **True.** It also helps to increase the keeping quality of the baked products in which they are used.

14. **True.** The cooling should be done rapidly in small containers. The filling should be stirred frequently during the cooling period. The breaking down of the filling is caused by the acid in the lemon juice converting the starch into syrup.

15. **True.** This is undoubtedly due to yolks containing about 33% fat while whole eggs contain about 10% fat. The crumb color of the coffee cakes will also be improved.

16. **False.** It is usually allowed to cool for about 20 to 40 minutes before it is placed in the vacuum cooler. The larger the loaves the longer the pre-cooling period.

17. **True.** The addition of the water will decrease the volume of the cakes slightly. The grain will be closer and the keeping quality will be increased.

18. **True.** Corn sugar is sometimes used in pie doughs because it caramelizes at a lower temperature than granulated sugar. This caramelization will produce a crust having a richer, browner color.

19. **False.** It will contain about 40-42% ash. However, the ash content is no indication of its baking qualities.

20. **False.** It is used to produce a glossy top crust. It actually forms a tough film over the top of the pie. Melted butter or cream are recommended for making a more tender crust.

BREAD IS THE STAFF OF LIFE

ASBE PAPER RELEASED

CHICAGO—One of the papers given at the 26th annual meeting of the American Society of Bakery Engineers in March was that titled "White Bread Sponge and Dough Development" by M. J. Swortfiguer, the Kroger Co., St. Louis, Mo. This paper, in the form of a 9-page bulletin, has been sent to the membership. A copy of the paper will be sent on request to the secretary, Victory E. Marx, Room 1354, LaSalle Wacker Bldg., 121 W. Wacker Dr., Chicago 1, Ill., if a 9¢ stamped addressed long envelope is enclosed.

BREAD IS THE STAFF OF LIFE

TAKES OVER TERRITORY

NEW YORK—Paul A. Young, now identified with Clinton Foods' bulk sugar, syrup and starch sales at 15 McGrath Highway, Somerville, Mass., has taken over the territory formerly covered by O. W. Hixon, who died last February. Mr. Young was with Clinton's Lettuce Leaf salad oil division previously.

NOW! WHEREVER YOU ARE

COTTON BAGS ARE YOUR LOWEST COST ONE-TRIP CONTAINER



THERE IS A RELIABLE COTTON BAG BUYER NEAR YOU

● Firm offers in advance...
60 days or more

Now—you too can enjoy the many real benefits of easy-to-store, easy-to-handle, easy-to-stack COTTON BAGS... at the lowest net-trip cost!

Your sturdy cotton containers are processed by these bag buyers into useful items for American housewives.

Your Flour Supplier or we will provide name and address of your nearest cotton bag buyer. Write TODAY.



New—COTTON BAG LABELS

Make sure your flour arrives in cotton bags by tipping these gummed labels to your purchase order. Write today for a FREE SUPPLY.

TEXTILE BAG MANUFACTURERS ASSOCIATION

611 Davis Street

Evanston, Illinois



MILLS AT TOPEKA, KANSAS—7,500 Cwts. Daily Capacity • Mill and Terminal Grain Storage 1,500,000 Bus.



BREAD—Your Best and
Cheapest Food

THERE'S a new crop year just ahead. Again this year, as in every year in the past, we will be milling I-H flours from the finest, the choicest of hard winter wheats. Our wheat buyers who have years of experience, our chemists who are experts, our laboratory technicians who are skilled bakers—all combine their efforts to select the grain with just the right baking characteristics. Then our skilled millers convert that wheat to top quality I-H flours. You can rely on I-H always to be in the forefront of quality.

THE ISMERT-HINCKE MILLING COMPANY
KANSAS CITY, MO.

"Musts" in Handling Route Credits

IN these days of rising labor costs and the continuing firm position of raw materials, and when the spread between cost and selling price becomes more and more narrow, and consequently, profits less, it becomes more important that credits and collection be given more strict attention, because collections and credits represent working capital, which is the

By R. L. Walker

Freihofer Baking Co.
Philadelphia

day-to-day operation of this or any business.

Let us ask ourselves the question:

"Are retail credits necessary?" The answer I believe is "yes," due principally to the type of business in which we are engaged. Credit, as used in the baking industry, is the means of selling bread, cakes, doughnuts and sweet goods in belief of future payment.

In discussing the credit situation on retail routes, I feel it should be

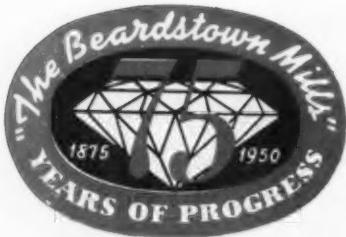


Yes Sir! We're on YOUR Crew!

Since most of our flour production goes to commercial bakers . . . very little into family type flour packages . . . none into prepared mixes . . . naturally we support the baker's cause. What benefits the baker . . . benefits us.

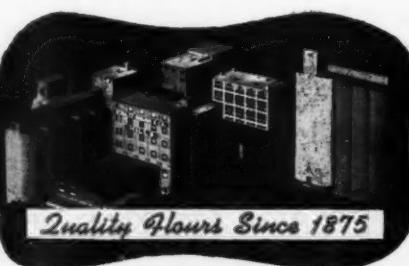
Milling uniform, high grade flour is our *specialty*. By *specializing* we are able to do a better job for the baker on quality flours of all types.

We invite you to investigate the advantages of our central location, complete range of flours and *specialized* service for ALL your flour needs.



SPRING WHEAT FLOURS ★ HARD WHEAT FLOURS ★ SOFT WHEAT FLOURS

"The Beardstown Mills"
BEARDSTOWN, ILLINOIS



Quality Flours Since 1875

divided into two distinct divisions; both equally important and both requiring the support of one another. These divisions we shall call the "Twin S's"—the SYSTEM and the SALESMAN, neither of which can properly function without the other.

In order to have credits, first an adequate system of controls for the extension of this credit must be had, and while this is perhaps not too difficult a problem for an efficient bakery operator, just let's review some of the things which are absolute musts in the establishment of this credit business.

Route Book Needed

First, in order to have records kept properly, a salesman must have a route book which will supply sufficient information that is necessary to determine customers' accounts. Secondly, after once having the route book, the efficient bakery operator must have an accounting system that is adequate to insure proper charges and credits to the salesman. Next, he must have a good settlement sheet,

EDITOR'S NOTE: The accompanying article by R. L. Walker, Freihofer Baking Co., Philadelphia, comprises the essential text of an address delivered at the house-to-house branch session of the 1949 convention of the American Bakers Assn. in Atlantic City. In it Mr. Walker suggests ways to conduct a credit system properly and lists some "musts" in the establishment of a credit business.

due bill or what-have-you, that definitely indicates to the salesman his charges and credits in such a manner that there is no doubt in his mind as to the position of his accounts and due bills at all times.

Finally, an efficient bakery operator must have a good cashier, capable of not only receiving the money and counting it, but also one who has the ability to think and detect possible errors, either deliberate or accidental. In addition to these, an efficient bakery operator should have other controls to properly ascertain the condition of each individual route.

Let us again ask a question: "How long should credit be extended, one week, two weeks, monthly or longer?" The only answer to this question rests to a great extent upon the salesman and the company. In a majority of cases, the time limit should be no more than a week. A low percentage of retail sales are on a cash basis, but as mentioned, a vast majority are carried on what is best described as weekly credit; that is, some time within a given week at a time convenient to the customer, collection is made.

Then again, the ability of the customer to pay at a given time also controls the credit period. Examples of this may be shown as the case of a railroad worker who is paid twice a month or the government employee who receives his pay every two weeks, thereby, determining the credit period. Then again, monthly accounts are established and paid on this credit term. Therefore, it is practically impossible to state just how long a credit period should be.

However, as a matter of company policy and in the interest of good credits and collection, a firm stand should be taken regarding credits dependent upon payroll periods of customers. Customers can and will settle accounts weekly regardless of

Get behind

the "SANDWICH DRIVE"
and help yourself to
Better Profits



Summertime is Sandwich Time, with picnics, barbecues and outings. The Bakers of America program provides a marvelous SANDWICH PROMOTION which millions of people will see. Take full advantage of it. This promotion should help increase the sales of Bread and Rolls and make this summer's business better than ever before.

And remember, the Taste and Appearance of bread and rolls are highly important to increased consumption. People eat more of what they like. Many bakers have learned that Anheuser-Busch yeast...fresh, dependable in quality, and uniform in strength and performance...is the secret of Good Baking.

Bakery Products Department

ANHEUSER-BUSCH, INC. . . . ST. LOUIS, MO.

their pay periods, if you and your salesmen establish this policy.

Bonus Payments

In some cases, credits and collections are helped by means of bonus payments for money collected up to 100% of the previous week's or month's business. It is reasonably safe to assume that not all collections can be made 100% each period, but the extra premium of perhaps 1/2% definitely spurs the salesman to extra effort.

Many corporations set standards for collections on retail routes. Some

bakeries allow an outstanding balance not to exceed more than the week's business; others allow an outstanding balance not to exceed more than 50% of the week's business; and still others, not more than 25% of the week's business is allowed outstanding. This is a question of policy and management and can be determined only through experience and the will to do business.

Another method of credits, and the control of accounts, is the payment of commission or wages based on a percentage of all money collected over a given period. This procedure,

perhaps the most effective of all credit methods, definitely places upon the salesman the responsibility of making collections and keeping the credits at a minimum because of the fact that his wages are based on the amount of money turned into the company. No collections, no wages. The best reason in the world for rigid control on the part of the salesman.

Various ways and means of controlling credits on individual routes have been adopted over a period of years. One of the best of which I know, is the card-record system



REELECTED—A. E. Laprise, above, Ye Olde Towne Bake Shoppe, Newtonville, Mass., was reelected president of the New England Bakers Assn. at the 29th annual convention of the organization in Swampscott, Mass., recently.

What to do when this salesman calls!



Pull in the mat and bolt the door! He's going to try to tell you that all nonfat dry milk solids are alike. And you know better!

They look alike, sure. But that's all. And when you're judging for every good baking quality, looks alone aren't enough.

Today's high-ratio formulas demand the best and that means Borden's Bakery-Tested Breadlac. Here's why:

Down on the farm!

Borden quality and purity begins on the farm where only top-quality milk from carefully selected herds is accepted. Even so, the milk is tested for purity and bacteriological count by Borden's rigid standards.

After this first test the fat is removed and the milk dried according to a special

process pioneered by Borden years ago. Then, and only then, to guarantee superior performance in your plant, it is . . .

Bakery-Tested for You!

Breadlac is Bakery-Tested so that every loaf of bread will have rich brown crust color, superior texture and perfect slicing quality. Bread with delicious aroma, delightful flavor and a natural softness.

This Bakery Test was pioneered by Borden years ago and today Breadlac is a standard of measurement in many leading national bakery research laboratories.

Use this 6% Breadlac in your bread and tell your customers about it in advertising and on wrappers. It will help build your sales!

Borden's BREADLAC

SPRAY-PROCESS NONFAT DRY MILK SOLIDS



FOR BAKERS



The Borden Company, 350 Madison Avenue, New York 17, N. Y.



Fine, even grain! You can forget "wild breaks" when you use 6% Borden's Bakery-Tested Breadlac!



What flavor! 6% Borden's Bakery-Tested Breadlac makes the kind of bread everybody comes back for!



Creamy crumb color, and such wonderful toast! 6% Borden's Bakery-Tested Breadlac improves the best bread!



6% Borden's Breadlac not only gives you bread that looks and tastes better but is so superior nutritionally!

Your customers will want to know this! To increase sales, tell them in your advertising and on your wrappers.

which over a period of some 13 weeks indicates from week-to-week the condition of the salesman's business, his business last year, his stock record, his book check, and at the same time gives a very definite picture as to the outstanding balances. A quick glance over this card tells the sales manager or supervisor at once the exact condition of this route. These cards have proven to be most effective and can be interpreted by the sales manager in many ways. It has a very clear indication as to the business trend of the individual route. There is definite evidence of the outstanding credits, which is most important to the sales manager. There is a definite indication of the ability of the salesman to be a good collector, as shown by this card. There is also direct evidence of falsification of accounts obtained from this card, if it is properly interpreted.

The use of various colored pages to indicate the classification of accounts is another method of customer credit control. New customers wherein there is no established credit, are assigned one color page; another customer, who has established a good credit rating is assigned a different color page.

This is an indication to the sales supervisor, who from time-to-time checks through the book, just as to the condition of the customers' accounts. If a new customer, as indicated by the color of the page, has become delinquent or slow pay in the early stages of association with the company, it is fairly safe to assume that she is not a good credit risk, and adequate steps to eliminate credit should be taken at once.

However, this method has its faults, due to the fact that salesmen frequently skip the use of the various colored pages in their efforts to avoid what they term "extra book work," but which in the long run, would definitely save them and the company money. Again, a great many collections or credits are allowed to become delinquent and finally are declared bad. This necessitates the removal of these accounts from the route book of the salesman, and if the company assumes all or a partial amount of the bill, it becomes necessary to check these accounts and record them before issuing credit or allowance. Many times these accounts are later collected and in some cases returned to the company, and in other cases the salesman has picked up some extra "breakfast money" by means of failure to make returns, unless the company has an adequate

© The Borden Company

"The Flour of the Nation"



WE'RE READY! Yes, we are right in the midst of harvesting a fine, high quality crop of Kansas wheat. We are ready for it with the largest wheat storage facilities in our history. And we are buying the choicest lots of this new wheat for AMERICAN FLOURS. That's why it's wise to BUY AMERICAN.

Flour Capacity
4,000 Sacks

Grain Storage
3,000,000 Bu.

American Flours, Inc.

G. M. ROSS, President FLEMING ROSS, Vice-President PAUL ROSS, Secretary
T. G. McDONALD, Sales E. W. KIDDER, Sales

NEWTON, KANSAS

system for checking accounts of this type.

Method for Control

An efficient method for control of this credit is to have a route foreman check and verify the accounts of the salesman. If the customer has moved, it must be reported upon the day of the removal in order to receive company credit or allowance. On the other hand, if the account is delinquent and service has been discontinued for some reason, then the route foreman is able to verify the account. After this has been

done, the salesman sits down with his sales manager or route foreman and a written record is prepared in triplicate, which definitely states the total amount of the bill, the amount the company assumes, and the balance charged to the salesman. One copy of this accompanies the salesman's settlement sheet for the purpose of issuing company credit. The second copy is retained in the files of the sales manager and the third copy is given to the salesman.

This enables the sales manager at all times to have available a list of

delinquent accounts in his division. At the time of cleaning the book, in place of the regular route book page, a red page showing the customer's balance is inserted, and is used by the salesman for the collection of the account at future date. These red pages are not included on the salesman's book check after company credit has been issued.

Periodically, the route foreman who rides with the salesman checks all of the red pages in the salesman's book to see if they have been collected, and if not, when the possibility

BEER, BUT NO BREAD ON SUNDAYS

NASHVILLE, TENN. — Grocery and delicatessen stores which operate here on Sundays can sell beer but not bread. Police arrested five store proprietors recently and charged them with violating an old city ordinance which states specifically what retailers may sell on Sunday. Some of the closed delicatessen stores placed signs out front saying, "We can sell you beer, but not bread."

of collection can be made. In some instances, after a period of time, salesmen have been known to remove the red pages from their books and not report the collections to the company. This is checked by means of the original copy on file with the sales manager. The use of this system in one large company has reduced the outstanding accounts or bad debts to less than 1/10 of 1% of its annual volume of business.

Location Governs

Further credit risks and time of payments are governed in many cases by the location of business in various plants. For example, a bakery located in a heavy industrial area wherein its personnel are paid on a weekly basis, would be less likely to have a long extension of credit; whereas, a plant that might have a good portion of its business in the rural areas, where to a great extent the income is determined by the harvest of crops or other agricultural endeavors, are more likely to be given a longer period.

I once had the experience to operate a territory which was strictly rural and the income of the people was wholly dependent upon the harvesting of crops and the sale of livestock. Fortunately, most people are honest and do pay their bills, because settlements on these particular routes were made only at the harvest time.

We have discussed the first of the "S's," or the SYSTEM. Now, let us turn to the second "S" which makes the wheels move, or the SALESMAN. The importance of the salesman in the operation of an efficient credit system cannot be overlooked in the slightest detail. The salesman, whether we realize it or not, controls the credit of his particular route and thereby controls the credit system of his company. This is the man who is responsible to a great degree for the success or failure of your business. He is your credit manager, the fellow who brings home the cash that keeps your plant running. Therefore, let's examine this fellow, who is so important to your business, and see what makes him tick.

First of all, it is only fair to assume that the man must have intelligence, which does not necessarily mean that he must be a college graduate, but he must have the ability to grasp the system under which he will operate. Another term might be used: "horse sense." Second, he must have personality, either natural or developed. Third, and perhaps most important qualification, is the will to want to work and ability to think. These are the primary qualifications of a good salesman-collector and should be present in all men in this business.

Training Points

If this man has the primary qualifications of a credit manager, then you as an efficient operator, should

(Continued on page 82)



If you could see HAKO-SHORT at work right in the mixer, you'd be amazed how quickly the shortening is emulsified and thoroughly distributed throughout the dough, for most efficient shortening action.



Lard alone mixed into flour-and-water dough, remains in small chunks, pieces or smears.

Lard with added Emulsifier (used in HAKO-SHORT) when mixed into flour-and-water dough is almost completely emulsified and widely distributed throughout the dough mass.

• Careful study of the two photographs above, shows graphically how HAKO-SHORT Emulsifier works. In each test dough, the shortening was first stained with fat-soluble dye to make it clearly visible.

The addition of HAKO-SHORT, with its active emulsifier content, immediately emulsifies the shortening at normal mixing temperatures, so it is thoroughly distributed throughout the dough mass in the mixer. This finely divided shortening-water emulsion produces maximum efficiency of shortening (lubricating) action. HAKO-SHORT thus promotes smoother, more uniform fermentation, a better, natural fermentation flavor, with the development of fine grain and texture in the loaf. The more intimate distribution of emulsified shortening throughout the crumb structure of the baked loaf has the effect of slowing down moisture loss and maintaining flavor-freshness.

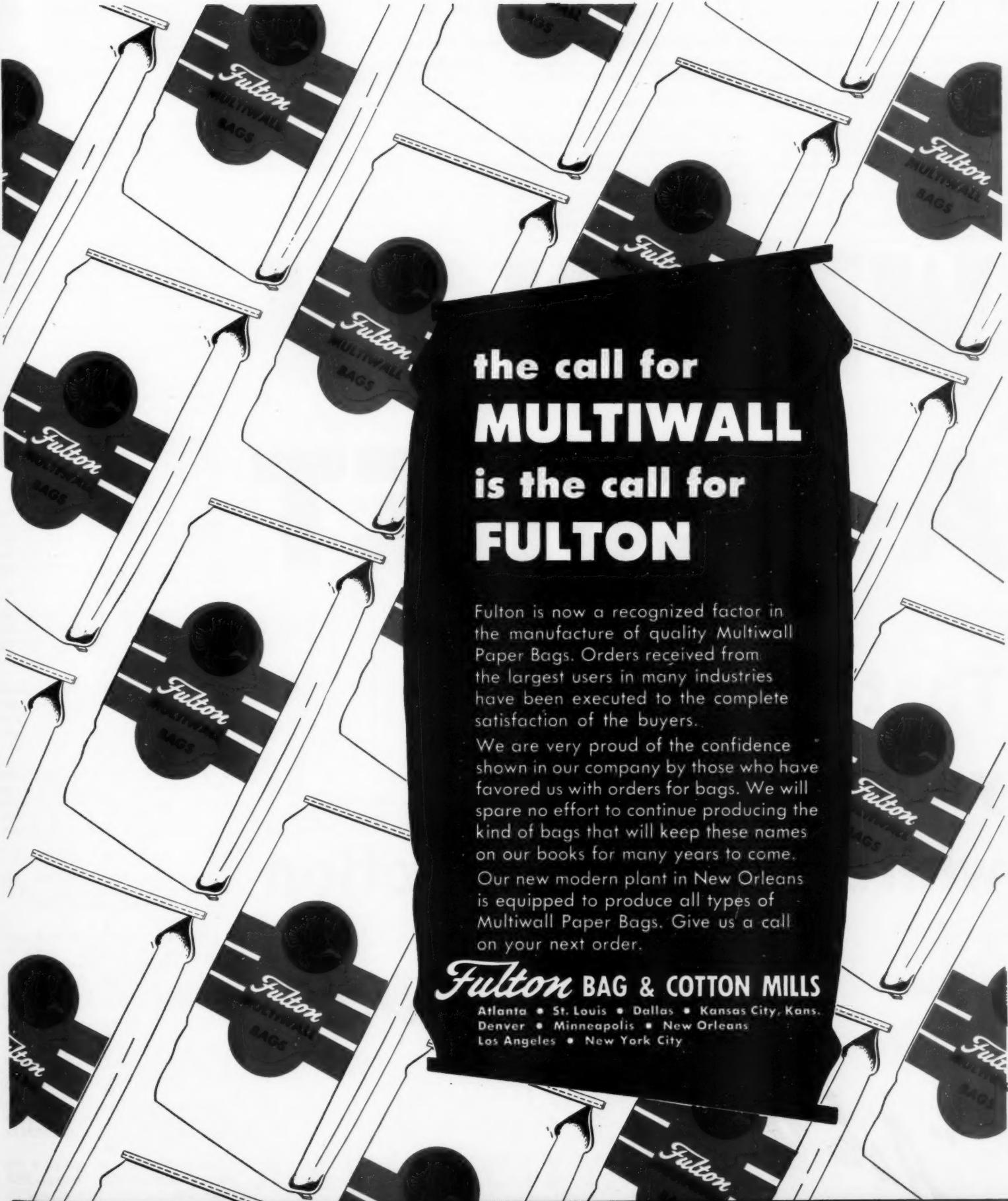
These results of using HAKO-SHORT speak for themselves in the production of many millions of loaves of better breads daily in bakeries all over the country.

Ask your HACHMEISTER representative to prove the positive improvement in your bread with HAKO-SHORT.

Better Bread begins with Hako-Short!



HACHMEISTER - INC. PITTSBURGH, PA.



**the call for
MULTIWALL
is the call for
FULTON**

Fulton is now a recognized factor in the manufacture of quality Multiwall Paper Bags. Orders received from the largest users in many industries have been executed to the complete satisfaction of the buyers.

We are very proud of the confidence shown in our company by those who have favored us with orders for bags. We will spare no effort to continue producing the kind of bags that will keep these names on our books for many years to come. Our new modern plant in New Orleans is equipped to produce all types of Multiwall Paper Bags. Give us a call on your next order.

Fulton BAG & COTTON MILLS

Atlanta • St. Louis • Dallas • Kansas City, Kans.
Denver • Minneapolis • New Orleans
Los Angeles • New York City

FULTON MAKES YOUR STYLE MULTIWALL PAPER BAG:

SEWN VALVE WITH TUCK-IN SLEEVE . . . SEWN VALVE . . . SEWN VALVE WITH L.C. SLEEVE . . .
PASTED VALVE . . . PASTED OPEN-MOUTH . . . SEWN OPEN-MOUTH

Ringing**the Baker's****Doorbell**

The Blue Bonnet Baking Co. recently was incorporated in Dallas with \$1,000 capital stock by T. J. Reagan, Joel Drelich and Bernard Stein.

W. R. Moore, who purchased the Home Bakery at Hoopeston, Ill., in February, 1949, from J. M. Brown, has resold the business to Mr. Brown, who will operate it under the name of Brownie's Home Bakery. Mr.

Brown had conducted the bakery for 10 years prior to selling it to Mr. Moore.

A large number of patrons called on opening day of Row's Bakery, 414 Broadway, Larned, Kansas, which was held recently. Fire destroyed the bakery Jan. 31, 1950. It is now completely remodeled and redecorated. Row's Bakery is the oldest business in Larned, having been established in 1879.

Fire also destroyed it in 1913. On the formal opening, free coffee and cake was served from 2 p.m. to 6 p.m. A decorated cake drawing took place at 6 p.m., when six cakes were given away to lucky registrants.

Charles Christy and Alex Tasoff of Zeigler, Ill., have bought the complete plant and lease of the Marion Baking Co. at Marion, Ill., and have formed a partnership with Paul J.

Colvin of West Frankfort, Ill., in conducting the business. All are bakers of long experience.

Aylene's Kitchen, a new pie bakery, has been opened on Camp Road, Hamburg, N.Y. The proprietor is Miss Aylene Edie, who formerly was associated with Biehler's bakery in Hamburg. The new shop bakes pies to order.

Herman Gulkin, owner and operator of the Frost Bakery, East Colfax Ave. and Downing St., Denver, recently opened a second retail store at 5818 East Colfax.

Thomas J. and Mildred F. Piper have taken over the Variety Bakery, 1022 W. Colfax Ave., Denver.

Raymond Slusher has taken out a store license for operation of the Slusher Bakery in Limon, Colo.

Edward P. and Patricia Butterfield have opened a retail bakery at 817 Hooker St., Denver.

The Goldstein's Bakery, Inc., is a now Colorado corporation. The bakery is in Denver and the incorporators are Jacob Lerner, Julia M. Williams and Margie C. Smith. The corporation will engage in a general baking business.

E. J. Smith, old-time Southern California baker, has reopened a retail bakery at 110 E. Anaheim, Wilmington, Cal.

A. C. Christianson is the new owner of Arrowhead Food Products, 4205 Pacific Highway, San Diego, having bought the wholesale doughnut business from Harry Bundschuh.

Modern Rye Bakeries has moved into its new building at 8575 Higuera, Culver City. This firm, rye bread pioneer, is now baking cakes and sweet goods for the delicatessen and market trade.

S. and M. Kapovich have just opened Village Pastry Shop, 229 W. Montecito, Santa Barbara, Cal.

Julius Blumenfeld is the new owner of Family Pastry Shop, 1619 E. Indian School Road, Phoenix, Ariz.

Al Moore is operating O. U. Dunnette Doughnut Shop, a new business at 622 E. St., Ontario, Cal.

C. D. Joslin, formerly of Oregon, is operating Joslin's Bakery, 134 N. Citrus, Covina, Cal.

Henry Rayppe recently bought the Polly Ann Bakery, 539 4th St., San Bernardino, Cal., from Phil Mackler.

Peter Mahler has opened a new pastry shop at 1325 Verdugo, Glendale, Cal.

B. Swisher is now operating the Doughboy Bakery, 950 S. Fairfax, Los Angeles.

Spot Foods, Inc., Louisville, Ky., was granted a charter by the secretary of state at Frankfort, Ky., and

WE KNOW A SECRET

That will increase your PROFITS in white bread production

"Ask the Brolite man"

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2542 ELSTON AVENUE, CHICAGO 47, ILLINOIS

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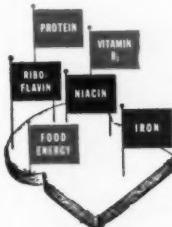
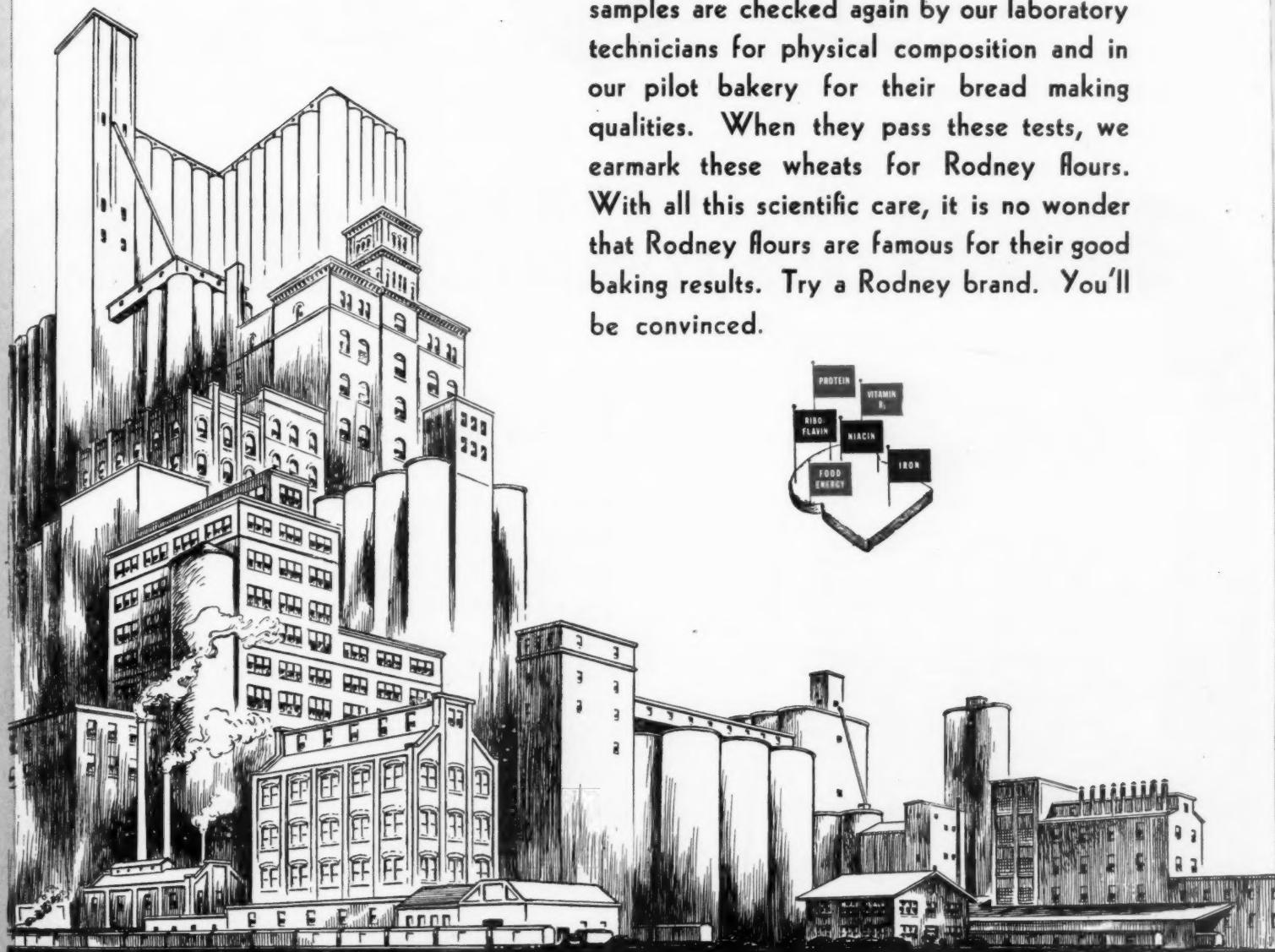
4128 Commerce St.
Dallas, Texas

518 First Ave., North
Seattle 9, Wash.

686 Greenwood Ave., N.E.
Atlanta 6, Ga.



All the skill of modern science protects the buyer of Rodney's famous flours. For example, on this new wheat crop now moving to market, we have charted the country points producing the types of wheat we want, we carefully select from these stations the varieties known to have superior baking characteristics and proper strength. These samples are checked again by our laboratory technicians for physical composition and in our pilot bakery for their bread making qualities. When they pass these tests, we earmark these wheats for Rodney flours. With all this scientific care, it is no wonder that Rodney flours are famous for their good baking results. Try a Rodney brand. You'll be convinced.



Mills at Kansas City, McPherson, Lindsborg and Russell, Kansas of the
RODNEY MILLING COMPANY
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A Mark of Merit



**SHELLABARGER
QUALITY PROTECTION**

Seal of Quality

The Shellabarger Seal is one of the nation's best-known marks of flour quality . . . a trade insignia that stands for a complete, a scientific, a modern flour service.

The kind of protection that the Shellabarger Crest offers is doubly valuable to a baker today. It is his guarantee of steady, dependable flour quality day by day through these times of unsettled markets, government edicts and the uncertainties of Mother Nature.

You can rely on this Shellabarger Protection.

SHELLABARGERS, INC.

SALINA, KANSAS

SOUTHERN SALES OFFICE
206 Broadway National Bank Bldg.
Nashville 3, Tenn.

IT'S a sure sign of good bread —this Shellabarger Crest on your flour. For this well-known trade mark points the way to better tasting, better looking loaves. For Shellabarger flours are milled from the finest selected wheats, chosen for the better baking qualities. And that flour quality shows up in better bread and smoother baking performance. Many quality wise bakers have found that it pays to buy the flours that bear the Shellabarger Crest.



July, 1950

51

William Seidner and Ben Zelickson recently bought the Beverlywood Bakery, 9128 W. Pico, Los Angeles.

Schweitzers, large Los Angeles wholesale doughnut and coffee cake plant, has moved into its new shop at 4300 W. Jefferson, Los Angeles.

Henry's New Era Bakery has been opened at a new location, corner of Pennsylvania and Hudson, Elmira, N.Y., a few doors from the old location.

Ciro Raspante has opened his new bakery at 305 St. Anthony St., Utica, N.Y. The new plant has three times as much floor space as his old bakery at 625 Blandina St. The new shop is completely automatic and includes two large dough mixers, slicers, wrappers and other equipment. Prior to opening his own baking business in 1944, Mr. Raspante had been associated with other bakeries for 25 years. Three sons are associated with Mr. Raspante in the new shop: Frank, Samuel and Jerry.

In response to requests from customers, a new health food department has been opened by the New York Bakery, 228 Liberty St., Utica, N.Y.

The DoBoy Donut Shop, 122 S. Fifth St., Atchison, Kansas, held its opening recently. A large number of patrons called on the new establishment on opening day. The shop retails glazed doughnuts, and makes deliveries to local grocery stores. Bob Duke of St. Joseph, Mo., is manager and owner of the shop.

Plans for the immediate construction of a new \$300,000 plant of the National Biscuit Co. in Oklahoma City in the new industrial addition, have been announced by Walter C. Odle, district sales manager. The plant will have 32,000 sq. ft. in floor space, and will have a 185-ft. front. The building will be of buff brick. Acoustical ceilings, asphalt tile floors and fluorescent lighting will be features of the offices.

Gene Jones bought the interest of Jim Pepper in the Gene and Jim Bake Shoppe in Dexter, Mo., recently. Mr. Jones reported that the name of the shop will be changed and some new products will be added to the line of goods.

The Tasy Baking Co. recently opened in Baton Rouge, La. John Barcelona, who has been active in the baking industry for more than 40 years, is president of the new firm.

Morris Goldstein, a partner in the G. & S. Bakery at 1878 Crotona Ave., New York, is listed among the voluntary bankruptcies in New York. Liabilities are stated to be \$37,990, with no assets except insurance.

The only bakeshop in Oakland, N.J., burned to the ground recently, but customers were able to buy bakery goods as usual. The owners of the Campus Spa, across Oakland Ave., offered space in their confectionery for the bakery to continue business. The shop had done no baking on the premises.

Spot Foods, Inc., Louisville, Ky., was granted a charter by the secretary of state at Frankfort, Ky., and

THE AMERICAN BAKER

will manufacture bread, pies, sweet goods and confections. It will have a capital stock of \$10,000. The incorporators are Matthew J. Gumbel, Richard C. Sweeney and Walter J. Kallbreier.

Dan Garvin has bought E. L. Redin's Bakery, 635 Main, El Centro, Cal.

A new shop, Carl's Bakery, has been opened at 2012 E. Fayette St., Syracuse, N.Y. As a feature of opening day, one third of the total first

day receipts were given to the cancer fund.

Stanley Armstrong has purchased the Home Bakery, 6601 S. Norman-die, Los Angeles, from Jack Shaffer.

Maurice Pavole has opened the Bella Vista Pastry Shop, 2359 Huntington Drive, San Marino, Cal.

Ray L. Leonard has opened Leonard's Donut Shop, 2416 E. Fourth St., Pueblo, Colo.

Annabel Luntsford is now operat-

ing the Granby Bakery, Grandy, Colo.

Specializing in home-made pies, Lynn's Pastry Shoppe has been opened at 295 Chenango St., Bing-hamton, N.Y.

Frank Arthur has purchased the Tastie Bake Shop at 7909 S. Van Ness, Inglewood, Cal., from Robert Marks.

Thayer's Bake Shop has opened in the Southport Shopping Center, corner of Pennsylvania Avenue and Broadway, Elmira, N.Y.

"Your Package Must Protect the INTEGRITY of Your Product"

Says:

JOEL Y. LUND

(*Vice President, in charge of Manufacturing and Export, Lambert Pharmacal Company*)

The customer expresses faith in a product just by asking for it. He expects it to be in perfect condition, with all its vital qualities intact. The package must not fail. That's why men whose products are noted for integrity stress protection in packaging.

Check the sales leaders in field after field and you will find careful evaluation of packaging materials . . . and over and over again you will find Riegel papers selected for product protection. We design many special types . . . for flexible packages, for laminates, for outer wraps, for inner wraps and for almost every requirement you may have.

Tell us your needs. We believe we can offer you a paper that will do your job . . . efficiently and economically.

RIEGEL PAPER CORPORATION
342 Madison Avenue, New York 17, N.Y.



Riegel Tailor-made Papers for Protective Packaging

Centennial FLOURING MILLS CO.

GENERAL OFFICES: 340 CENTRAL BLDG., SEATTLE 4, WASH.
DOMESTIC AND EXPORT MILLERS • DEALERS IN ALL TYPES OF PACIFIC NORTHWEST WHEAT

GOLD DROP PIE and COOKIE FLOUR
PYRAMID CONE FLOUR
CENTENNIAL CAKE FLOUR
BLUESTEM and HARD WHEAT BAKERS FLOURS

NEW SPOKANE MILL...ONE OF THE WORLD'S MOST MODERN

MILLS AT SPOKANE • WENATCHEE • RITZVILLE • PORTLAND



Russell D. L. Wirth



James A. Kirkman, Jr.

RED STAR APPOINTMENTS—Russell D. L. Wirth, who succeeded his cousin, the late Charles L. Wirth, as president of Red Star Yeast & Products Co., has announced the following appointments: James A. Kirkman, Jr., formerly general sales manager and director of advertising, has been made executive director of sales and advertising; E. F. Carlson, formerly director of sales, has been made director of the branch products division, and Robert T. Foote, formerly works manager, is now executive director of manufacturing and research.

Preston Shaffer Milling Co.
MERCHANT MILLERS

ESTABLISHED 1865

SOFT WHITE WINTER WHEAT FLOUR A SPECIALTY

Also Choice Blue-Stem and Hard
Spring Patents

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Mills at Walla Walla, Washington, Freeport, Oregon, and Astoria, Oregon
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THE largest and most modern flour mill and elevators on the Pacific Coast with storage capacity at our mills of 2,500,000 bushels, together with more than one hundred elevators and warehouses in the choicest milling wheat sections of Montana, Idaho and Washington, insure the uniformity of all Fisher's Flours.

FISHER FLOURING MILLS CO., SEATTLE, U.S.A.

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WESTERN MILLING CO.

MONTANA SPRING WHEAT PATENT FLOUR
BLUESTEM—PATENT FLOUR
FINEST SOFT WINTER WHEAT PATENT FLOUR
General Offices: Walla Walla, Washington

**MILK SOLIDS PRODUCTION
OFF SLIGHTLY IN APRIL**

WASHINGTON—For the first time in 19 months, production of total nonfat dry milk solids failed to establish a new high record for the month, the Bureau of Agricultural Economics reports. A late spring has retarded pastures and retarded the usual seasonal gain in milk flow during April.

April production of total nonfat dry milk solids was 97,150,000 lb., 1% below a year earlier, but still 40% above the five-year (1944-48) April average. For the first four months of 1950, production totaled 312,600,000 lb., a gain of 7% from the same months in 1949. Spray-dried nonfat milk solids were only fractionally higher than a year earlier but remained at record high levels for the month. At 64,400,000 lb., output was

75% above the five-year average. During January through April this year, the total of 212,750,000 lb. produced was 5% higher than the output in the corresponding period of 1949.

BREAD IS THE STAFF OF LIFE

WESTCO NAMES EXECUTIVES

LOS ANGELES—J. J. Handler has been named director of the newly established technical and research division of the West Coast Supply Co., Wilbur W. Cushman, formerly of the Golden State Milk Co., is also associated with the new division.



The Choice of the
Finest Hard Wheats

The only mill in this great terminal market, Universal consistently offers:

BETTER SPRING WHEAT
AND DURUM FLOURS

DULUTH UNIVERSAL
MILLING CO.
Duluth, Minnesota



DIXIE-PORTLAND FLOUR CO.

ARKANSAS CITY FLOUR
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THE HIGGINSVILLE
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Capacity 14,000 Sacks Daily

SOUTHERN OFFICES: Memphis, Tennessee

DIXIE-PORTLAND
FLOUR MILLS
Richmond, Virginia

One Ideal source of supply for all your flour needs
FAMILY • BAKERS • CRACKERS • CAKE



CHASE



**SPUR SALES
THE COUNTRY OVER**

East, west, north, south—everywhere in America, Chase-Designed Pretty Prints are becoming more and more popular. Thrifty housewives are fashioning hundreds of useful, attractive items from these fine-quality cotton bags. Colorful checks, plaids, florals, geometrics, pastels. All beautifully designed to appeal to her—to help stimulate and sustain an increased demand for your products. Your Chase Salesman will be glad to show samples, to give full details.

CHASE BAG Co.

GENERAL SALES OFFICES, 309 WEST JACKSON BLVD., CHICAGO 6, ILL.

BOISE • DALLAS • TOLEDO • DENVER • DETROIT • MEMPHIS • BUFFALO • ST. LOUIS • NEW YORK • CLEVELAND • MILWAUKEE
PITTSBURGH • KANSAS CITY • LOS ANGELES • MINNEAPOLIS • GOSHEN, IND. • PHILADELPHIA • NEW ORLEANS • ORLANDO, FLA. • SALT LAKE CITY
OKLAHOMA CITY • PORTLAND, ORE. • REIDSVILLE, N.C. • HARLINGEN, TEXAS • CHAGRIN FALLS, O. • HUTCHINSON, KAN. • CROSSETT, ARK.

Successful Selling

(Continued from page 31)

has been made in packaging, but that there is still room for considerable improvement.

For instance, grocers feel that the display value of containers is important, but also that they should be made in such a way that they will stack easily on their shelves. In other words, odd shaped packages which do not stack well are frowned upon. Furthermore, standard sizes are preferred, together with ample protection for the product.

In the case of cakes for holiday seasons, retail grocers believe that if they are packed in containers which may be reused by consumers an added sales appeal is made. Furthermore, they would like more price spots on packages, and containers should be designed with identical front and back panels. These are but a few of the suggestions brought out in this report, all of which should provide food for thought for wholesale bakers.

Better Selling Needed

Many students of merchandising feel that actual selling is still suffering from the war years. They contend

that the average clerk has not relearned the art of selling, and that this must be done if merchandising is to meet the competitive factors that are already here, not to mention those that are forthcoming.

Recently Prof. Paul H. Nystrom, Columbia University, declared that "with the strong possibility that merchants are now entering the most competitive period in retailing history, it becomes essential that salespeople relearn the art of selling. Merchants must take steps to give the public more service. In too many cases, sales clerks confined their functions to protecting merchandise

MOVIE-GOERS CAN MUNCH DOUGHNUTS NOW

HOLLYWOOD—The newest aid to hungry movie patrons is a doughnut machine installed in the lobby of a local theater.

from theft and receiving merchandise for wrapping."

That comment is as true about many retail bakeries as it is about other types of stores. Recently a new, small baked goods shop was opened near where we live. Evidently the sales girls had been carefully trained, and in no time it was doing an excellent business. Another shop, long established and making quality goods, suffered accordingly, simply because its sales force had gotten into a rut. Customers almost had to help themselves. Selling is again one of the most important functions of bakery operation, whether this be in retailing or wholesaling.

Salesmen in Policy Making

From a merchandising standpoint, salesmen can be among the most valuable factors in establishing policies for wholesale bakers. They are the ones who are in touch with distributors day in and day out, and through these contacts they should have an excellent idea of consumer desires for bakery products. This is even more true in the case of house-to-house bakers, for their salesmen are in direct contact with consumers.

Consequently, bakery management should study carefully all comment made by its sales organization. Furthermore, management should do all it can to get salesmen to give their opinions about merchandising practices as well as the goods to be produced.

We have known some bakeries to use this practice to great advantage, while others have ignored recommendations made by their salesmen. There is no comparison as to which one has gained the greater advantage. Unless a salesman is capable of making intelligent suggestions, he is not worthy of his position. The responsibility for building a sales organization rests upon bakery management. Once such a sales organization has been built, its recommendations should be considered carefully.

Color in Packages

If there was any one outstanding factor stressed at the recent National Packaging Exposition in Chicago it was that color is a more important phase of packaging than ever before. Packaging materials displayed almost every conceivable color and combinations of colors. They obviously were intended to attract consumers, and there was an evident awareness of the competitive situation on retail grocers' shelves.

In addition to color, transparent wrapping material was much in evidence. It was recognized that consumers want to see the goods they buy, and every effort is being made to give this visibility, while at the same time protecting the merchandise in the packages. There was also a large display of containers which can be re-used by housewives, such as cake boxes and other articles.

Wholesale bakers are more and more coming to realize that proper packaging of their products is the best possible point-of-sale material they can use. There is much greater possibility of a package creating a buying urge in a consumer than could a poster or counter card.

Quality

Percy Kent's prime objective is—Better

Quality—finest in styling, printing and

workmanship. We invite your inquiries.

PERCY KENT BAG COMPANY, INC.

Always Something New

KANSAS CITY • BUFFALO • NEW YORK

What *Enrichment* means *to the U.S.A.*

*Enriched Bread Means
Enriched Living*

For the **BAKER** and for the **FAMILIES**
who are his **CUSTOMERS**

"MORE buoyant health, decreased illness, increased mental and physical vigor, is the contribution of the enrichment program to the American people."*

This was conclusively demonstrated by the authoritative New York State Nutrition Survey of 1947. In New York, the prevalence of deficiencies of thiamine, riboflavin, and niacin was only a fraction of that found in Newfoundland by the famed Newfoundland Nutrition Survey of 1944, before enrichment was put into effect in that country.

Here is clear-cut reaffirmation of the far-reaching value of enrichment to the national health. Here also is a challenge to every baker. The bakers of America have the enviable opportunity and great responsibility of bringing more buoyant health and increased physical and mental vigor to the American people—through Enrichment.

*Norman Jolliffe, M.D., Director, Bureau of Nutrition, Department of Health, City of New York: In an address before the American Bakers Association, Atlantic City, October 17, 1949.



Merck Enrichment Wafers



Member

WITH Merck Enrichment Wafers you can depend on STABILITY (no crumbling or dusting)—SPEEDY DISINTEGRATION (to fit your production schedule)—and UNIFORM ENRICHMENT (fine-particle ingredients disperse uniformly throughout the batch).

In small or large quantities, you can get them quickly at any time from your yeast distributor. Stocks also are carried at Rahway, N. J.; Dallas; Chicago; Seattle; San Francisco, and Philadelphia.

MERCK & CO., INC., Manufacturing Chemists
RAHWAY, N. J.

New York, N. Y. • Philadelphia, Pa. • St. Louis, Mo.
Elkton, Va. • Chicago, Ill. • Los Angeles, Calif.
In Canada: MERCK & CO. Limited • Montreal
Toronto • Valleyfield



Merck Enrichment Wafers

3 BAKER FLOURS



that give

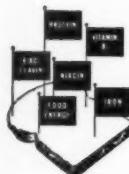
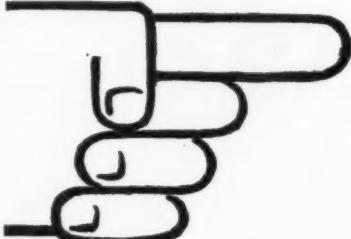
*more production
fewer worries!*

**TEA TABLE
OVENSPRING
BIG VALUE**

**THE WEBER FLOUR MILLS CO.
SALINA, KANSAS**

**— HERE'S A GREAT
BREAD BUILDER**

Bread builder extraordinary—that's BUFFALO flour. Its quality is firmly based on scientific wheat selection and mill processes that are expertly controlled from wheat to finished product. BUFFALO is a choice standard patent, dependable always for finer, tastier bread.



THE WILLIS NORTON COMPANY Wichita, Kansas
Quality Millers Since 1879

F. W. STOCK & SONS INC.
HILLSDALE, MICHIGAN

MILLERS SINCE
1862



CAKE & COOKIE FLOURS • DONUT MIXES • DONUT MACHINERY

For Ever Uniform Quality!

MORTEN MILLING CO., DALLAS, TEXAS

Cake Promotion

(Continued from page 27)

organization was thoroughly sold on the promotion. Enthusiasm was increased by the announcement of a contest with cash prizes to be awarded the salesgirls selling the most cakes.

Completely Sold Out

"Although our orchid order was forced to be revised upward three times on the basis of advance cake orders, by late afternoon Friday we

were aware that what was initially intended to be a three-day cake promotion would actually have to be concluded Friday night. All of the Lady Orchid cakes which we could hope to bake had been completely sold out by that time.

Salesgirls Get Prizes

Prizes distributed to salesgirls on the basis of those selling the most cakes included \$10 for the first place winner who sold 97 cakes, \$5 to the second place winner who sold 95 and \$3 to the third place winner who sold 84 cakes.

"We find the promotion has result-

ed in very real benefits," Mr. Godde reported. "The most obvious benefit is the fact that a tremendous amount of good will together with a huge sales increase resulted. I previously mentioned a 500% increase in our cake business during the period of the promotion. We are determined to keep and, as a matter of fact, are keeping a sizable portion of this 500% increase. Second, we found that store traffic increased. As a direct result of the promotion not only were our Lady Orchid cakes cleaned out but so were our pies, pastries and other items."

Better ways

PFIZER ENRICHMENT WAFERS

1

You get full enrichment in every batch because Pfizer Enrichment Wafers are tough—resist dusting and breaking in transit.

2

You save time on mixing because Pfizer Enrichment Wafers are formulated to disintegrate f-a-s-t in water or yeast suspensions.

3

You get complete and uniform dispersion throughout every dough batch because Pfizer Enrichment Wafers disintegrate completely.

4

Your production operations are stepped up because Pfizer Enrichment Wafers are shaped for convenient handling—come in easily accessible handy set-up boxes—are doubly scored for fast and accurate preparation of smaller batches. Available in types "A" and "B" for high or low non-fat milk solids. Write today for our latest descriptive leaflet. Chas. Pfizer & Co., Inc., 630 Flushing Avenue, Brooklyn 6, N.Y.; 425 N. Michigan Avenue, Chicago 11, Ill.; 605 Third Street, San Francisco 7, Calif.



PROTEIN

VITAMIN
B₁

RIBO-
FLAVIN

NIACIN

IRON

FOOD
ENERGY

PFIZER



Manufacturing Chemists for Over 100 Years

Bakers' Program

(Continued from page 31)

sold through food stores. As a result of this campaign, the bakers of America have stepped into the role as partners with grocers, manufacturers, and other food retailers, the program states.

During June, the theme was peanut butter sandwiches; during July it is picnic lunches; and during August it will be soup and sandwiches. In addition to bread and bakery products, the advertisements depict such related items as hamburgers, pickles, olives, soup, coffee, and butter—all of which can be purchased at the grocery and food store.

Theme Being Pushed

In addition to the full-page, four color advertisements placed in leading national magazines by the Bakers of America Program, and space insertions in food trade periodicals, the national magazines, themselves, have picked up the theme and are relating it to their home subscribers and newsstand patrons. Editorial treatment in general by the daily press, radio, television, and related food press is continually growing.

Many grocers today use the gross profits of their bakery department to pay the rent, as approximately 10% of all grocery store sales are bakery products.

Between one half and two thirds of all bakery foods purchased by the American homemaker are bought through the grocery and food stores. A recent survey disclosed that bread returns more weekly profit for every foot of display space than any other product.

Grocers—Independent and chain, retail and wholesale—have given 100% cooperation to the program, it is said. Among those is Joe Bildner, of Kings Super Markets, East Orange, N.J., who said he "intends to go all out" on this sandwich campaign.

This is the greatest sales building campaign in the history of the baking industry with related products, on a national as well as local basis, the bakers' program points out.

—BREAD IS THE STAFF OF LIFE—

NEW AD CAMPAIGN

A new advertising and sales promotion campaign for Bachman Pretzels was presented to distributors at a meeting held May 5 at the Ritz Carlton Hotel in Philadelphia. In outlining the campaign, which will use newspapers, car cards, radio, television and merchandising aids, Arthur McGonigle, president of Bachman Bakeries, Inc., said it is the largest and most extensive in the company's history. The campaign opened May 25 with a full color page in the Philadelphia Inquirer which featured the complete Bachman line.

BAKERY'S CUSTOMERS GET BIRTHDAY GREETINGS

Gil's Bakery, in Belen, N.M., makes a practice of giving free birthday cakes to its customers and wishing them all happy birthdays in newspaper ads. Patrons register at the bakery if their birthday falls in a particular week, and one name is drawn from the group to win the cake. Names of the other registrants are listed in the advertisement under the head, "happy birthday to the friends of Gil's Bakery."

KNOWN FAR and WIDE for

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HUBBARD



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KING HUBBARD

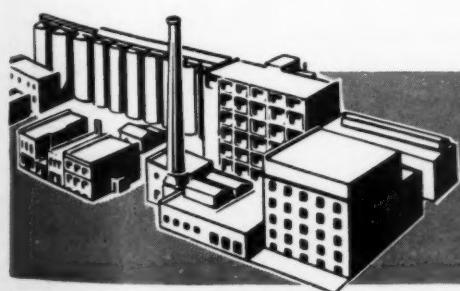
and

the new

Sonny Hubbard

These are the fine Hubbard flours known far and wide for their uniform high protein content. As with all the famous Hubbard quality flours, King Hubbard and Sonny Hubbard are the best in their field.

There's a Hubbard flour to meet your every need!



HUBBARD MILLING CO.

MANKATO, MINNESOTA

Quality is the surest
foundation for Permanent Success.

KING MIDAS means Quality

KING MIDAS FLOUR MILLS
Minneapolis  Minnesota



Formulas

(Continued from page 21)

As soon as the cooked mixture is thickened, pour it into the beaten mixture gradually, stirring with a whip. Then fill into baked shells.

When cool, cover with meringue and bake until a golden brown color is obtained.

Stabilized Meringue**Sift together:**5 lb. sugar
1/2 oz. stabilizer**Add and boil for 1 minute:**

2 lb. water

Beat up to a stiff peak but not dry:

2 lb. egg whites

1/2 oz. cream of tartar

Add the cooked syrup to the beaten whites gradually in high speed. Whip to the desired consistency.

This will cover 25 9-in. pies.

Stabilized Whipped Cream1 gal. whipping cream
1 pt. hot water (about 160° F.)
1 1/2 oz. gelatin
12 oz. granulated sugar

Procedure: Dissolve the gelatin in the hot water thoroughly and stir this into the cream. Place in a refrigerator to chill for at least two hours. It may be kept at this stage for several days. Whip up at slow

FAMILY PATENTS**White Crest Red Crest****Cake and Pastry Flours****J. C. L.****Sponge Cracker Flour**The J. C. Lysle Milling Company
Leavenworth, Kansas**Victor-Champion-Frost King-Headliner****Family Flour De Luxe****THE CRETE MILLS**
CRETE, NEB**Bowersock Mills & Power Co.**

LAWRENCE, KANSAS

ZEPHYR FLOURAS FINE A BAKING FLOUR AS A
BAKER CAN BUY AT ANY PRICE
Established 1874

BLAIR'S *Certified*
FLOUR FEEDS
BLAIR MILLING CO., Atchison, Kans.

New Mill Completed 1936**"SLOGAN"**A Modernized Flour for the Baker
CANADIAN MILL & ELEVATOR CO.
El Reno, Okla.**"Whitewater Flour"**Ground Where the
Best Wheat Is GrownWHITEWATER FLOUR MILLS CO.
Whitewater, Kansas

speed. The sugar is added just after the cream is whipped up and is nearly finished. Then add a small amount of pure vanilla extract.

GRAPE JUICE CHIFFON PIES**Bring to a boil:**3 lb. grape juice
2 lb. water
2 lb. 12 oz. sugar
1/4 oz. salt**When boiling, add the following mixture:**7 oz. cornstarch
1 lb. water
6 oz. egg yolks**Stir until thickened, then add and stir in:**

3 oz. butter

Then add this gradually to the following meringue.

Beat light:1 lb. 4 oz. egg whites
1/8 oz. salt**Add gradually and beat until firm:**
2 lb. sugar**ORANGE CHIFFON PIES (No. 2)****Bring to a boil:**4 lb. water
1 lb. 12 oz. sugar
1/2 oz. salt**Mix together:**10 oz. cornstarch
8 oz. orange juice powder
2 oz. lemon juice powder
12 oz. water**Add:**

10 oz. egg yolks

Stir this into the boiling mixture until it thickens.

While the above is cooking, beat light:

1 lb. egg whites

Add gradually and beat until firm:
1 lb. granulated sugar

As soon as the cooked mixture is thickened, pour it into the beaten mixture gradually, stirring with a whip. Then fill into baked shells.

—BREAD IS THE STAFF OF LIFE—

**75 GOLFERS PLAY AT
BAKERS CLUB OUTING**

NEW YORK—The June 13 meeting of the Bakers Club, Inc., at the Knollwood Country Club, White Plains, through the courtesy of William E. Derrick, Pillsbury Mills, Inc., was held on one of the few clear and perfect days of this spring. Golfers numbered 75 of the complete attendance of 110.

Class A winners were John R. Sheehan, General Fibre Products Corp., and Richard E. Brown, Bakers Weekly; class B winner was M. Riley Owens, Clinton Sales Co. Frank Daniels, the Lockwood Mfg. Co., won the kickers prize after matching with three others who were tied with him for it. E. C. Baum, Continental Baking Co.; R. A. Broadwell, Standard Brands, Inc., and H. Rosenblatt, Standard Brands, Inc.

William E. Derrick offered a special prize for the golfer who came nearest to the pin on the short 19th hole. It was won by Sal Chillemi, a guest of A. Jamieson, Cushman's Sons, Inc.

Dan W. Murchison, the Borden Co., was elected to membership.

The next outdoor meeting will be held July 11 at the Winged Foot Golf Club, Mamaroneck.

**A SUCCESSFUL DONUT
BUSINESS CALLS FOR THE
FINEST EQUIPMENT and MIX**
DOUGHNUT CORP. OF AMERICA
393 Seventh Avenue New York 1, N. Y.

**Burlap and Cotton****Printed and Plain**

Mente Dainty Prints
in gay colors and smart designs
make every bag a premium and
guarantee repeat sales

Write, wire or phone for latest quotations

MENTE & CO., INC.

ISAAC T. RHEA, Pres.

SAVANNAH • NEW ORLEANS • HOUSTON

Be Proud of Your Job,
as We Are of Ours, for

**"Bread is the
Staff of Life"**

**GIBRALTER**

Flour

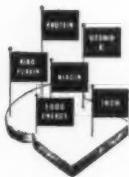
KANSAS BEST

Flour

The Consolidated Flour Mills Co."In the Heart of Kansas"
Wichita, Kansas

SUNNY KANSAS

From a fine new crop of Kansas wheat we are selecting the choicest for SUNNY KANSAS. The quality tradition of this famous flour brand demands only the wheats of superior baking character. That's why SUNNY KANSAS has such a fine record for producing quality bread.



THE WICHITA FLOUR MILLS CO.

5,000 Sacks Capacity
WICHITA

1,000,000 Bushels Storage
KANSAS

CABLE ADDRESS, "SENTINEL"

"Diamond D" A High Grade Baker's Spring Patent. Milled under Laboratory Control from Montana Spring Wheat.

Sheridan Flouring Mills, Incorporated
SHERIDAN, WYOMING

"THERE IS NO SUBSTITUTE FOR QUALITY"

ARBA Convention

(Continued from page 18)

waukee, president of the National Bakers Supply House Assn., served as moderator of a panel discussing "Manpower — Its Recruitment and Training." Members of the panel included Otto Lindstrom, Lindstrom's Bakery, Racine, Wis.; William Francis Ireland, Associated Bakers of Southern California, Los Angeles; Louis Dutt, Dutt's Bakery, Pittsburgh, and Dr. William Bradley, American Institute of Baking, Chicago.

Mr. Lindstrom explained his plan of personnel development in training. In his career as a bakery owner, he said, he had not yet hired a baker. Rather, he has instructed every employee from the bottom up. He explained his plan for a weekly class in production for employees and told of how he outlined the future in the baking industry for a prospective employee. He urged the retail baker not to knock the industry but rather to praise it as one of the best in the country.

Mr. Ireland reported on the vocational training for the baking industry being carried on in southern California at the Frank Wiggins Industrial School and pointed out that a prospective trainee must have a love for the industry in order to completely succeed.

"The quality won't be in your products unless the quality is in the manpower in your shops," he said.

The baker should feel proud of his industry, Mr. Ireland commented, because of the faith the public places in him and his products.

Mr. Dutt urged the baking industry to take advantage of the opportunities in vocational training by cooperating with local boards of education. He described the vocational training program in operation in Pittsburgh and Philadelphia and pointed out that activities of local bakers' groups in those towns have increased as a result of the program.

"We must sell the baking industry to the public before we can

arouse the interest of youth in joining the industry," Dr. Bradley pointed out. He outlined the opportunities that were offered to young men in the industry and urged bakers to arouse interest in these opportunities by aiding in the development of training courses for future bakers.

Following this panel discussion the election of officers and the vote upon resolutions was taken.

Ivan Hill, Ivan Hill, Inc., Chicago, addressed the convention session, pointing out the value the convention program held for the retail baker. He stressed the importance of proper display and increased selling efforts to insure the success of the retail baker in the future.

Walter Jennings, ARBA executive secretary, asked for and received an enthusiastic approval of the program as it had been presented.

Final speaker of the convention was Goodwin Knight, lieutenant governor of California.

**FOR EFFICIENT
BAKERY FUMIGATION...
USE**

PESTMASTER
*Methyl
Bromide*

FOR COMPLETE DETAILS WR TO
MICHIGAN CHEMICAL CORPORATION
SAINT LOUIS, MICHIGAN

*Buy and Sell
Through
WANT ADS
...in...
THE AMERICAN BAKER*

Exceptional Bakery Flours

TWELVE-40 NO-RISK PLA-SAFE

THE ABILENE FLOUR MILLS CO.
ABILENE, KANSAS

Capacity 3,000 Cwts. Daily Grain Storage 1,000,000 Bus.

*There Is Nothing Uncertain
About*

BAY STATE FLOURS

milled from Guaranteed Hard Spring Wheat

They are flours that will produce a class of bakery goods
not of average—but of

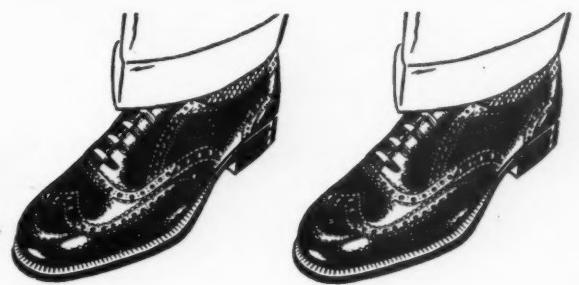
Excellent Quality

BAY STATE MILLING CO.

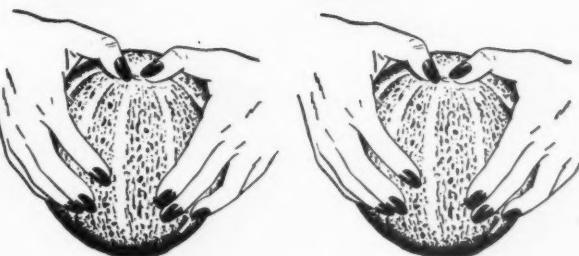
MANUFACTURERS OF
HARD SPRING WHEAT & RYE FLOURS
WINONA, MINNESOTA



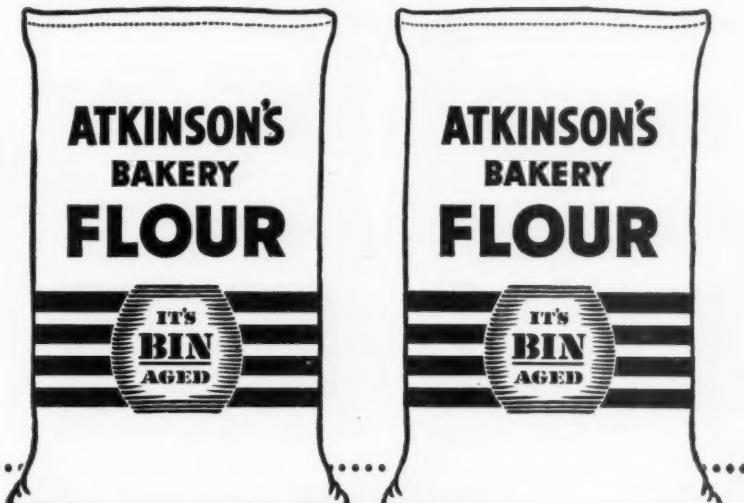
It's enough for shoes to fit alike



...and for melons to feel alike



*But flours have to
BE ALIKE!*



That's why Atkinson takes 3 extra steps



**AND IT'S
BIN CHECKED**

Every precaution that every miller takes, we take too.

Then we go three steps further to make dead certain that every sack of Atkinson flour is exactly like the last batch of the same type.

EXTRA STEP No. 1 is precise milling accuracy. Our 50,000 cwt. bin capacity enables us to make long runs of particular flour types, gives ample time for hairline adjustment.

EXTRA STEP No. 2—we make a special

bake test as the flour goes to the bins.

EXTRA STEP No. 3—we bake test again and make a chemical analysis just before delivery.

Atkinson can freely guarantee that the flour you buy this time will be exactly like the kind you bought before. And remember, too, that this flour comes to you fully aged, ready to go in production—another Atkinson plus.

Switch to Atkinson—the truly uniform flour—IT'S BIN-AGED*.

ATKINSON MILLING COMPANY

MINNEAPOLIS, MINNESOTA

*TRADEMARK REG. U.S. PAT. OFF.

In the . . .

Industry Spotlight

. . . by Bill Lingren

The Magnificent New Helms Plant

One of the most pleasant by-products of the recent trip to southern California for the Associated Retail Bakers of America convention was the opportunity to see first hand the new Montebello plant of Helms Bakeries. We have been hearing about this bakery for many months; seeing it first hand was one of the thrills that makes one proud to say he is associated with the baking industry. The entire Helms operation in the southern California area is something to wonder at. All of the "co-workers" in this "world's largest home-to-home bakery" are proud of their company and its products and eager to maintain its high standards. The operation is a magnificent monument to Paul H. Helms, Sr., president of the firm. Since its founding in 1931, it has grown from 11 routes and 34 co-workers to some 600 routes and approximately 2,000 co-workers. Helmsmen daily serve more than 160,000 customers!

Regular public tours of the Helms plant in Los Angeles are conducted by a trained staff. Women's groups, school children and similar organizations are taken through the bakery, given a lunch and provided a room for their meeting. The popularity of these tours in the area is amazing. Reservations are taken by telephone twice a year for a six-month period.

The eagerness of the Helms organization to show the public a clean, modern bakery is in itself an effective public relations policy. The visitors are given a booklet titled, "A Trip Through Helms," and other pamphlets telling the "story of bread" and listing the amounts of ingredients and supplies used by the bakery. They are told, for instance, that in one month the plant uses 52 carloads of flour, the product of 4,260 acres of wheat; 33 tons of yeast; 243 tons of sugar; 1,510,600 eggs; 528,000 quarts of milk; 155 tons of shortening, etc.

It is an eye-opening operation. And the organization is still growing. The new Montebello plant is not yet in full production and additions to it are already in the plans.

Bakers' Officers Are Air-minded

Many of the retail bakers who attended the recent ARBA convention in California rode the special trains



BILL LINGREN

that had been arranged. But it appears that the top officials of the organization are air-minded in their travel plans. Al Wiehn, Wiehn's Bakery, Cleveland, now chairman of the board of ARBA, made the trip to the convention on a United Airlines DC6. Louis Dutt, Dutt's Bakery, Pittsburgh, new ARBA president, traveled on the same Trans World Airlines Constellation that took us into Los Angeles. As a matter of fact, there was quite a delegation of Pittsburgh bakers on the plane, including Mrs. Dutt.

Too Many Special Weeks

Bert Nevins, the publicity man who gets the credit for the successful promotion of National Donut Week and National Donut Month, is complaining that there are too many food weeks and is suggesting that some system should be devised to prevent overlapping of campaigns. He's got a good point.

Bert is particularly happy about a recent nationally-syndicated column by Hal Boyle, released during the 1950 Donut Week, that points out that National Donut Week was the first of its kind.

"This whole idea of special weeks may kill itself if we get any more,"



Bert complains. "It is getting promiscuous."

He is mulling over a plan to call all the interested parties together and get them to divide up the year on a sensible basis.

"After all," he says regretfully, "there are only 52 weeks in the year."

An Unexpected "Plug"

Comer's Bakery in Waukesha, Wis., recently received some excellent and unexpected newspaper publicity which acted as a "plug" for the retail bakery.

Last month a bus driver carrying Waukesha high school students regularly pulled up in front of the Comer shop at 301 E. Broadway, went inside, and a minute later came out with a pan of 23 squares of white cake with whipped cream topping which he proceeded to pass to the students.

The reason: It was the last day of school and the driver wanted to thank the kids for being such swell riders during the year, and the kids in turn all agreed, the news story noted, "that the cake was good, and that the driver was a pretty good guy for doing what he did."

A picture of the driver passing the cakes to the riders was a front-page

feature of the local papers, along with the story, both of which referred to the Comer bakery as being the source of the cake.

Bread Publicity on Ice

Walter Hopkins, director of the Bakers of America Program, is enthusiastic about the big boost that bakers' products will get in the Ice Follies of 1951. He looked in on the rehearsals of the 30-minute number last month in San Francisco and reported that the show does an appealing job with all types of bakery products. In addition, he says, the entire cast of the Ice Follies will be available for testimonial advertising on bakery foods.

The Ice Follies of 1951 has its premier in Los Angeles this fall and the schedule calls for it to be in Chicago during the October convention of the American Bakers Assn.

The Power of a Phone Call

Walter Jennings, executive secretary of the Associated Retail Bakers of America, is telling how a simple phone call to the Chicago Tribune resulted in a full page of favorable publicity for Chicago retail bakers that was read by one million people.

The well illustrated story of the choices of bread available to Chicago consumers appeared in the June 1 issue of the "World's Greatest Newspaper." Walter says the whole idea started at ARBA headquarters; the Tribune sent a photographer and writer out and pictures were taken of the bakery products. Then photos were made in retail bakeries and the whole thing resulted in good publicity that could not be purchased for any price.

Here is another example of how the baking industry is becoming more alert to good public relations opportunities. It could be done in anyone's town.

Crusts & Crumbs

FROM THE EDITORIAL SLICER

By Carroll K. Michener

DENTAL CARIES OUTBREAK IN AUSTRALIA—In Western Australia lately, reports the Australasian Baker and Millers Journal, the dental profession has been having another go at flour millers over the alleged wickedness of white flour. The millers have vigorously replied, but the dentists persist in their demand that the populace be fed compulsorily upon whole meal. Here is the comment of our contemporary:

"The millers have quoted authorities to show that the statements made by the dentists about whole meal's constitution are proved—really proved—in a thoroughly scientific manner—to be wrong. For instance, the dentists' contention that there is less calcium, for tooth and bone building, in white bread than in whole meal is shown to be another ill-judged jump to unjustifiable conclusions, because it has been established

(so undeniably established that the British government has compelled millers to add chalk to the much-publicized National long-extraction flour which is all the people of the U.K. are allowed to get these days) that the phytic acid in whole meal, not present in white flour, neutralizes all the calcium in the whole meal and a good deal of calcium taken into the body in other foods as well. Not knowing this, the dentists have actually built up an argument against their own contentions; for, if a good supply of calcium is required for healthy teeth, the fact is that the body gets more from white flour than whole meal—a good deal more.

"Moreover, the dentists' claim that white flour lacks vitamins has also been shown, on the authority of, among many others in the world, the Commonwealth Nutrition Committee and its chairman—Dr. F. W. Clements, who, now on loan to the United

Nations nutritional organization at Geneva, enjoys world fame—to be fallacious.

"But do the dentists admit themselves mistaken, in the face of these facts? They do not. They wave such trifles aside as being of no account. It is the old, old story of the propagandist; he always ignores facts that confound his argument, and argues more than ever.

"But what we can't make out is why the dentists should be propagandists? Why should they be getting themselves embroiled in arguments about whole meal and white flour, with the modesty of an Irishman buying into a brawl, when they must, as dentists, know that advanced science does not admit that the real cause of dental caries has been discovered—that not even the latter-day fluorine theory is yet established as anything more than a pretty theory, though it looks a lot more tenable

than wild imaginings about wheat husks and starch.

"Perhaps, after all, the dentists have the answer to the problem of dental caries: No starch, no life; no life, no dental caries. Easy, isn't it?"

The U.A.W. Worker gives us this example of how to deal with an employer when he isn't putting your convenience and comfort first: "In Lima, Peru, three union pastry makers objected vainly to a rush job which required them to stay overtime to make several hundred tarts and cookies ordered for a banquet of the city's most reactionary employers. Although the pastry got to the banquet on time, all the scheduled speech-making had to be canceled and the three workers were arrested. They had loaded every one of the tarts and cookies with alum, and all the employers could do after the banquet was finished was to sit there —looking silly and puckered up."—U.A.W. Worker points no moral. It is merely amused.

BREAD BRAND CLEARANCE—
In 1925, when the great Continental Baking Co. merger operation had been completed, the management found a great number of brands included in its assets—among them Holsum, Master Loaf, Mother's Bread, White Rose, Merit, Liberty Bell, Dan-Dee, Brown-Daisy, Starlight, the Butter-Nut Boy and Sweet-angood. Too many kinds of wrapping materials, advertising and display materials and records were required, the management thought, to keep these and scores of other brands going, so there was a gradual clearance which finally centered selling effort on Wonder Bread, Wonder Wheat, County Fair, Happy Home and Hostess Cake.

ARBA Convention Notes

(Continued from page 15)

Oklahoma, third vice president of the association, and their wives. John M. Benkert, Benkert's Bakeries, Inc., Long Island City, N.Y., chairman of the board of ARBA, joined the line later.

The invocation at the opening session of the convention was delivered by Hugh Ebmeyer, son of Hugo Ebmeyer, general convention chairman. Sixteen-year-old Hugh, who is understanding his father in his bakery at Montrose, Cal., is a priest of the Church of the Latter Day Saints and is authorized by his church to perform such duties.

Convention delegates registering at the Wilton Hotel were greeted by a sign at the registration desk which indicated that John Benkert, Benkert Bakeries, Long Island City, N.Y., was "wanted as a horse thief." The elaborate sign was the idea of a practical joker whose target was the chairman of the board of ARBA.

Joyce Holden, Universal movie starlet who was chosen to be "Miss Cheesecake of 1950," did not put in her appearance during the opening session of the general convention on time. Walter Jennings, executive secretary of ARBA, spent almost 10 minutes at the microphone ad libing an explanation of why "the blonde didn't get here." The real reason, as it turned out, was that the convention

program was ahead of its scheduled time, which in itself is an unusual situation in most conventions. Miss Holden arrived shortly, however, bursting out of the top of a simulated cheesecake and declaring the 1950 exhibition of the ARBA officially open.

A huge photostatic reproduction of a full page of a recent issue of the Chicago Tribune was featured on the stage during the opening session of the convention. The Tribune story told of the large variety of bread available to Chicago consumers and

pictured retail bakers at work producing these products. The article was the result of a recent publicity effort of ARBA in Chicago.

The mechanical facilities for handling the convention and exhibition were considered excellent by many veteran convention-goers. Spotlights faded off and on at the proper time during the general sessions in the concert hall of the auditorium and the whole production took on a professional air. In addition, those attending the meetings sat in the most comfortable seats of any recent na-

tional convention. The majority of the seats in the concert hall were permanent plush-covered seats, similar to those in theaters throughout the country.

Paul Helms, Helms Bakeries, Los Angeles, invited all those attending the ARBA convention to visit his two baking plants on any day from June 12 through June 16. The Montebello plant of the Helms company is considered to be the most modern retail house-to-house bakeries in the country. It had not previously been open for public visitation, although a few



LAMINATED BAKERY PACKAGES HAVE STURDY, RIGID CONSTRUCTION PLUS MOISTUREPROOF, GREASEPROOF PROTECTION AND SALES APPEAL

During hot, humid weather it's a much bigger problem to keep icings attractive. To prevent icing sticking to the package, many bakers use only rigid, moistureproof-greaseproof laminated packages.

The advantages of sturdy, rigid, well-constructed laminated packages for handling, stacking, and shipping are well known. Additionally, bakers

know the value of such packages for reducing "cripples" in the plant. But all these are only the functional benefits.

The laminated package is a *selling aid*. Its rigid construction protects the appearance of the product in the package . . . its moisture-grease resistance protects the taste. Good appearance stimulates the original sale . . . good taste brings the repeat sale.



111 WEST WASHINGTON STREET • CHICAGO 2, ILLINOIS

LA GRANGE FLOURS . . .

whether plain or enriched, remain the same high standard, dependable flours that have characterized the products of La Grange Mills over the half century and more of their operation.

This quality pattern is not an accident but the result of painstaking care in wheat selection and careful milling.

★
*You can depend on
LA GRANGE FLOURS*
★

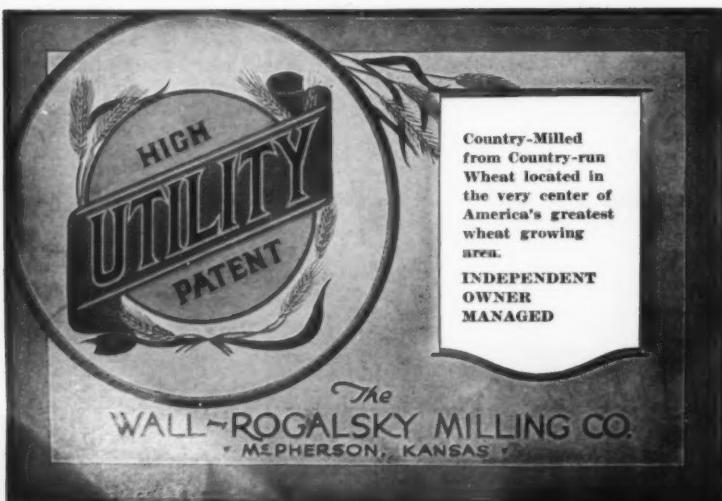
LA GRANGE
MILLS RED WING MINNESOTA

SPRING WHEAT FLOURS

RED WING SPECIAL
BIXOTA
CREAM of WEST
PRODUCE BREADS WITH TASTE APPEAL

THE RED WING MILLING CO.
RED WING, MINNESOTA

Wheat Washed with Our Own Artesian Well Water.
Flour Tested and Baked in Our Own Laboratory.



bakers had been taken through it by special arrangement.

The Peerless Yeast Co., a division of Acme Breweries, played host to the presidents of all national, state and local associations and their wives at a dinner at Sequoia Lodge in Los Angeles the evening of June 12.

A gavel from the Far Eastern Scientific Bakers Assn. was presented to Al Wiehn, ARBA president, during the morning session June 13. The presentation was made by William E. Doty, California Raisin Advisory Board, Fresno, Cal., who was active in the formation of the Japanese association.

Approximately 10 bakers and their wives from Hawaii attended the ARBA convention and several Hawaiian leis were in evidence at the annual banquet the evening of June 13.

Miss Kay Williams, Standard Brands, Inc., New York, made her program appearance despite injuries received in a Denver accident. Miss Williams was hospitalized for a few days prior to the convention in Los Angeles and nine stitches were taken in her arm as a result of the accident.

A vast display of allied trades promotional material that is available to the retail baker was presented during the program appearance of John Garrow, Chapman & Smith Co., Chicago, president of the national organization of the allied trades. A huge sign on the convention platform indicated that the material represented \$20 million worth of help for the baking industry. Mr. Garrow urged the retail baker to cooperate fully by tying in at the local level with these promotions and taking advantage of the material offered by the allied trades concerns.

The association's annual banquet was held in the auditorium the evening of June 13. Following the dinner the Hawaiian delegation presented a "Forty-ninth Star" to Mr. Wiehn to be included in the nation's flag when Hawaii is admitted as a state. Leis were then distributed to the ladies at the dinner to publicize further Hawaii's desire for admittance as a state. The large crowd then transferred to the concert hall of the auditorium for the stage show which comprised the evening's entertainment.

The hotel's Marine Room was the scene of a large cocktail party preceding the annual banquet. A large crowd enjoyed the proceedings, leaving just in time to reach the auditorium for the banquet.

E. M. Stuart, Broadway Store, Los Angeles, was the featured speaker at the allied luncheon June 13. Mr. Stuart reported the results of a survey of 25 retail bakeries in Los Angeles and cited the lack of aggressive suggestive selling by the retail sales girls. He urged the bakers to do a "far better selling job" on their products. The winners of the second annual competition in bakery goods sponsored by the allied trades organization were announced at the luncheon.



Milled for those who want only the finest baking qualities . . . from the choice of the nation's wheats.

An Independent Mill

WOLF MILLING CO.
ELLINWOOD, KANSAS

DIXIE LILY
A flour without an equal anywhere
Plain and Self-rising
THE BUHLER MILL & ELEVATOR CO.
BUHLER, KANSAS
Southern Regional Office
933-35 Exchange Bldg., Memphis, Tenn.

Fort Morgan Mills
Family and Bakery Flour
Milled only from the very choicest
Colorado highland wheats
FORT MORGAN COLORADO

Super Chief
High Protein Flour
GREEN'S MILLING CO.
Morristown, Minn.

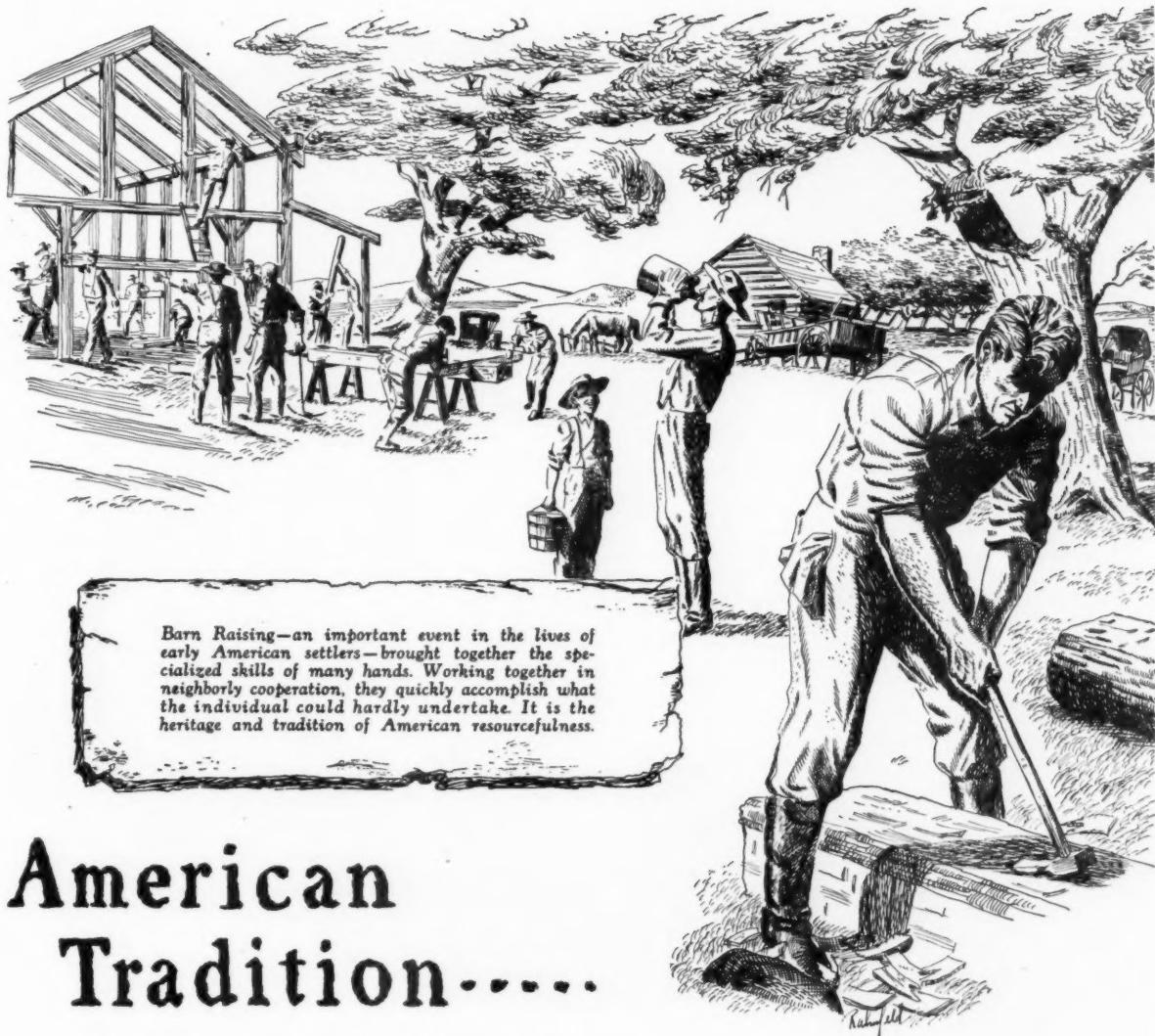
Wisconsin Rye Flour
We Specialize in Dark Varieties
FRANK JAEGER MILLING CO.
DANVILLE P. O. Astico WISCONSIN

EVERYTHING
FOR THE PIE BAKER
Crust Rollers - Rimmers
Automatic Pie Machinery
COLBORNE MFG. CO.
CHICAGO, ILL.

For Quality, Economy and Reliability, Use
BROWN'S HUNGARIAN
America's Premier Cake Flour
BROWN'S HUNGARIAN CORPORATION
25 Broad Street New York City

J. ROSS MYERS & SON
FLOUR
Shortening
324 N. Holliday St. Baltimore, Md.

Soft Cake Flour
For Biscuit Manufacturers
WATSON HIGGINS MILLING CO.
GRAND RAPIDS, MICH.



American Tradition.....

This fine American tradition is likewise the working principle in Flour Mills of America. The joining together of many flour mills, each with its own particular facilities for the milling of fine bakers flours, under one executive responsibility and control, is a distinct contribution to baking progress.

Millions of bushels of good wheats from which to select the best for modern baking values, modern scientific and technical controls in milling production, and high standards of uniform baking performance, assures the American Baker of unexcelled service in a wide variety of dependable flours, control-milled to meet his particular needs.

Depend on Flour Mills of America for *Performance Flours*.

Flour Mills of America, Inc.
KANSAS CITY, MISSOURI

Kansas Flour Mills Co., Kansas City, Missouri; Great Bend
Fort Scott, Larned, Kansas; Alva, Oklahoma.
Valier & Spies Milling Co. and Sleepy Eye Mills, St. Louis, Mo.



...BUT CAN HE FIGHT?

Measuring a boxer's biceps doesn't tell you much about his fighting ability.

So with flour. Statistics alone don't tell the whole story of its baking quality. For instance, it's not merely the percentage of protein that counts, but the *quality* of the protein.

Each of Pillsbury's Bakery Patent Flours is milled to meet certain specific needs—but all of them are alike in year-after-year reliability, for each run of each flour has to pass rigid baking tests.

If dependable performance and fine, uniform baking results are what you're after, rely on Pillsbury's Patents! Your jobber or your Pillsbury salesman will help you decide which Pillsbury brands will suit you best.

**Pillsbury's
BAKERY PATENT FLOURS**

PILLSBURY MILLS, INC. General Offices: Minneapolis 2, Minn.

*Pillsbury's Dotted Circle
...Symbol of Reliability*

Wheat Field Day

(Continued from page 13)

board chairman, Continental Baking Co., New York; E. A. McLaughlin, vice president, and Fred F. Kleinmann, vice president and flour buyer, Ward Baking Co., New York; Alfred W. Koss, flour buyer, Purity Bakeries Corp., Chicago; W. J. Farman, assistant director of purchases, General Baking Co., New York; Bryce B. Smith, vice president, General Baking Co., Kansas City; I. E. Madsen, vice president, and Steve Vesey, vice president and flour buyer, Campbell-Taggart Associated Bakeries, Inc., Dallas; Arthur Vos, Jr., president, Macklem Baking Co., Denver; John T. McCarthy, Jersey Bread Co., Toledo, and president of the American Bakers Assn.; C. J. Patterson, president, and Wade Glassburn, flour buyer, C. J. Patterson Corp., Kansas City; R. L. Nafziger, president, John R. Dow, vice president, and Carl Rapp, flour buyer, Interstate Bakeries Corp., Kansas City; H. H. Wurtz, flour buyer, and W. S. Sullivan, assistant flour buyer, Kroger Grocery & Baking Co., Cincinnati; A. H. Erickson, Kelly-Erickson Co., Omaha, flour buyer for Safeway Stores; A. H. Clark, assistant flour buyer, Great A. & P. Tea Co., Minneapolis; William Markwardt, Markwardt Baking Co., Joplin, Mo.; Arthur Trausch, Trausch Baking Co.; A. B. Hastings, Continental Baking Co., Des Moines, Iowa; Theodore Harris, Oak Cliff Baking Co., Dallas, Texas.

Among other prominent visitors were Howard O. Hunter, executive vice president, American Institute of Baking, Chicago; A. R. Fleischmann, vice president, Standard Brands, Inc., New York; Paul Guignon, bakers yeast and malt division, Anheuser-Busch, Inc., St. Louis; J. U. Lemmon, Jr., president, Doughnut Corp. of America; Dr. J. L. K. Snyder, vice president, Merck & Co., Rahway, N.J.; J. A. Zimmerman, Cahokia Flour Co., St. Louis, president of the National Association of Flour Distributors; Herman Steen, vice president, Millers National Federation, Chicago; William Fuersch, Cincinnati; W. P. Tanner, New York; Joseph Kelly, Chicago; Frank Herbert, Chicago.

BREAD IS THE STAFF OF LIFE

LOCKWOOD ANNIVERSARY

CINCINNATI — The Lockwood Manufacturing Co., Cincinnati, celebrated its 50th anniversary in business recently with a company party attended by 300 guests, including employees and their families. The program included a dinner and a display of company products during the 50-year period. Receiving the guests were Harold E. Lockwood, president and treasurer, and his wife, and Mrs. H. A. Lockwood, vice president, and wife of the founder of the business.

BREAD IS THE STAFF OF LIFE

IWI CONVENTION PLANNED FOR APRIL 29-MAY 2, 1951

CHICAGO — The Indiana, Wisconsin and Illinois Bakers Assns. will again meet in joint convention in the spring of 1951.

The 1951 IWI convention will be held at the Sherman Hotel in Chicago, April 29-May 2. The decision to hold another joint convention was the result of the unanimous approval of all bakers and allied tradesmen in attendance at the first meeting of the three states in Chicago last May.

BREAD IS THE STAFF OF LIFE

5-Month Doughnut Consumption Totals 465,000,000 Dozen

NEW YORK — Over 465 million dozen doughnuts were consumed during the first five months of 1950, according to the announcement made at a recent press conference sponsored jointly by the Bakers of America Program and the Doughnut Corporation of America, manufacturer of doughnuts and prepared mixes. Approximately a billion dozen doughnuts were consumed in this country during 1949, accounting for a \$210 million industry-wide sales volume.

Although it was believed that peak doughnut consumption had been reached during the war years, post-war consumption (1946-49) showed but a slight decline from the peak wartime popularity of the little round cake. Unlike most food products, the humble doughnut hasn't followed the inflationary trend in prices; there's been a 10% drop in doughnut prices during the past few years, and the doughnut itself is slightly larger than ever before.

Leading the popularity parade in the doughnut industry are the sugared type, which account for approximately 60% of the doughnuts consumed. Yeast-raised doughnuts, the newest item to achieve widespread popularity, follow in the line of preference with 20% of consumption. The remainder is divided among



HONORED—E. W. Fierke, general flour sales manager, General Mills, Inc., Minneapolis, is observing the 40th anniversary of his affiliation with GMI and its predecessor company, the Washburn Crosby Co. Associates held a surprise party for Mr. Fierke recently at the Minneapolis Athletic Club and presented him with the new shotgun shown above. Looking on are James E. Skidmore, left, vice president of the company, and Glenn R. Krueger, president of the Central Division, Chicago, who came to Minneapolis for the luncheon.

plain doughnuts which account for 12%, while 8% are of the colorful "variety" type which includes iced doughnuts, old-fashioned doughnuts, jelly doughnuts and all those outside the realm of plain and sugared.

Only a few years ago the entire doughnut output consisted of the plain and sugared kinds, but since their recent introduction, "variety" doughnuts have catapulted to the impressive consumption figure of over 460 million dozen.

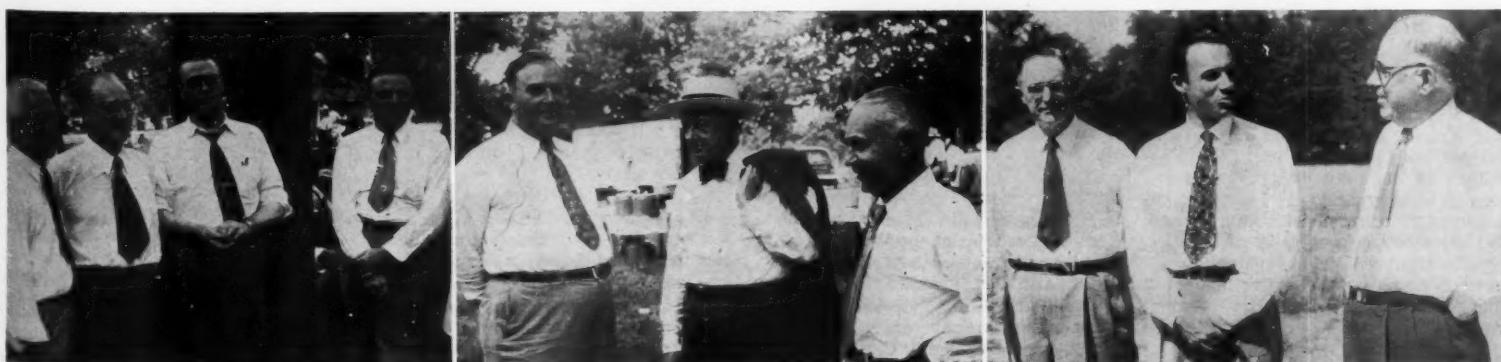
According to executives of both the Bakers of America Program and the Doughnut Corporation, plans for promotional activities during the coming months have as their goal, a 50% increase over the 1949 consumption figure during 1950. In outlining these activities, Walter Hopkins, Bakers of America Program director, and David Levitt, DCA president, stated that the promotional aim of both organizations is to increase the consumption of plain, sugared and variety doughnuts in the home, with the entire American population of 150 million men, women and children as the sales target.

MINNESOTA ALLIEDS HOLD ANNUAL FISHING OUTING

MINNEAPOLIS — Ten members of the Minnesota Allied Trades of the Baking Industry attended the annual fishing party of the organization at Izat's Lodge on Mille Lacs in central Minnesota June 16-18.

E. T. LeMire, International Milling Co., Minneapolis, president of the group, attended, as did R. M. Bates Rapinwax Paper Co., secretary of the organization, and J. M. Long, secretary of the Associated Bakers of Minnesota.

Others who participated in the party were George Brady, International Milling Co.; L. T. Blum, Maas-Keefe Co., St. Paul; L. C. Bovig, Procter & Gamble; A. J. Vander Voort, head of Dunwoody Baking School and technical editor of *The American Baker*; A. G. Perlich, General Mills, Inc.; Chester Benson, Karp's Upper Midwest Bakers' Supplies, and H. H. Ferrell, International Milling Co.



WHEAT FIELD DAY—These pictures were taken at the annual field day held June 16 on the Paul Uhlmann farm near Kansas City and sponsored by the Kansas Wheat Improvement Assn. The men in the picture on the left are, from left to right, R. Ward Magill, president, Kansas Milling Co., Wichita; M. F. Mulroy, executive vice president, Russell-Miller Milling Co., Minneapolis; Elmer W. Reed, executive vice president, Flour Mills of America, Inc., Kansas City, and Hugh Hartley, Kansas City. The group in the center



AT CAROLINAS CONVENTION—The three pictures above were taken at the recent convention of the Bakers Association of the Carolinas held at the Ocean Forest Hotel, Myrtle Beach, S.C. In the picture at the left, Mrs. Louise Skillman, Charlotte, N.C., is shown presenting the secretary's report. The center picture shows officers of the North Carolina Bakers Council, which held a meeting during the convention. Left to right, they are: O. C. Jones, Jones Bros. Bakery, Inc., Greensboro,

treasurer; A. G. Peeler, Bambu Bakers, Salisbury, N.C., vice president; William C. McIntyre, Greensboro, executive secretary; B. E. Putnam, Bell Bakeries, Inc., Charlotte, newly-elected president, and Athos Rostan, Waldensian Bakery, Shelby, N.C., retiring president. In the picture at the right, Paul Jones, Jones Bros. Bakery, Greensboro, N.C., newly-elected president of the Bakers Association of the Carolinas, fingers the gavel he will use in presiding over the group's meetings during the coming year.

Paul Jones Named President of Carolinas Bakers' Association

MYRTLE BEACH, S.C.—Paul Jones, Jones Bros. Bakery, Greensboro, N.C., was elected president of the Bakers Association of the Carolinas at the 21st annual convention of the group held at the Ocean Forest Hotel here June 10-12. The meeting was one of the most successful conventions in the history of the organization with approximately 350 persons attending and participation in all the planned functions both business and social was almost 100%.

J. C. Hightower, Durham Baking Co., Durham, N.C., was elected vice president; J. M. Laverty, Palmetto Baking Co., Orangeburg, S.C., was elected treasurer and Mrs. Louise Skillman, Charlotte, N.C., was re-elected to the post of secretary of the association.

N. W. Wertz, Palmetto Baking Co., Orangeburg, S.C., retiring president, automatically became chairman of the board.

Three new directors were elected: Dewey Wilkerson, Dewey's Bake Shop, Winston-Salem, N.C.; W. V. Lovvorn, Morten Milling Co., Columbia, S.C., and E. T. Franklin, Made-Rite Bakery, Goldsboro, N.C. The terms of the following directors continue: Mrs. R. C. Stanley, Rockingham Bakery, Rockingham, N.C.; Charles Banks, Claussen's Bakeries, Augusta, Ga., and Fred West, Camden Home Bakery, Camden, S.C.

The principal speaker at the business session the morning of June 12 was Frank A. Patterson, Patterson Sales Clinic, Washington, D.C. The subject of his talk was "New Horizons in Bakery Selling." He gave the audience 45 minutes of sound advice and stressed the necessity of acquiring the right attitude, developing organized thinking, being enthusiastic and "thinking success." His six cue words were:

- "(1) WHY are we in business?
- "(2) WHAT are we trying to sell?
- "(3) WHO makes the product we are selling? Know your sales force know all about your company.
- "(4) WHO uses the product you are selling? Know your customers.
- "(5) WHAT will your product do for the prospect?

"(6) WHAT should the prospect do?"

The other featured convention speaker was E. J. Sperry, Sperry Industrial Publications, Chicago, whose topic was "Common Sense Is Scarce." He spoke at the annual banquet which closed the gathering on the evening of May 12. Mr. Sperry recommended that a baker consult a baker who uses a given product when he wants information about that product. He urged use of common sense in similar cases.

"If a baker wants to know if a certain type wrapper is going to be successful, then he should ask the housewife, the one who buys from the bakery," he said. "But don't ask men around the bakery. When you want to know whether or not your advertising is clicking, ask the housewife, find out where and when she saw or heard of your advertising. You will soon know whether or not it is the right type of advertising."

One of the important organizational points decided upon evolved from the retail round-up at noon June 11, which was devoted to a consideration and discussion of sessions for the retailers. It was voted that all eastern and western Carolina retailers be invited to meet as the Western Carolinas Retail Bakers Assn., which would hold meetings in different sections of the two states. The group would meet each year with the Bakers Association of the Carolinas and have one retail session at the convention of the latter organization.

It was pointed out that the WCRBA should have a meeting soon in the eastern Carolinas. Dewey Wilkerson, president of the WCRBA, presided at the opening of the session, then turned it over to Red Hatch, Home Bakery, Fayetteville, N.C.

On Sunday morning, June 11, members of the North Carolina Bakers Council, under the presidency of B. E. Putnam, and the South Carolina Bakers Council, under the presidency of J. A. Arnau, met in executive sessions separately, during their respective breakfasts.

At the same time, the Southern Bakers Allied Assn. conducted a

meeting of its executive committee at a breakfast, with Wyatte Thompson, Dixie Wax Paper Co., Memphis, retiring president, in charge. Retiring secretary, J. Frank Reese, Brown-Rogers-Dixson Co., Atlanta, presented his report for 1949. Mr. Thompson introduced the new president, S. Fred Brown, S. Fred Brown Co., Atlanta. H. J. Slocum, Standard Brands, Inc., reported on the project of a donation of \$700 to the new American Institute of Baking building, showing about \$300 still to be raised. It was voted to send out a second letter to non-contributors and then to draw on the association treasury for the balance.

The allied men heard Earle P. Colby, Ambrosia Cake Bakeries, Inc., Jacksonville, SBA president, speak on the proposed school for bakers in the Southeast and the consideration of Berry School at Rome, Ga., for the baking course.

One of the highlights of the convention was a floor show composed of talent within the organization. Twenty-six men were featured in a minstrel show, with Jack Lanum, Anheuser Busch, Inc., being captain of "The Carolina Show Boat," and Charlie Banks, Claussen's Bakeries, Augusta, Ga., and Fred Porter, the Dupont Co., Atlanta, Ga., being the end men. The other members of the cast were bakers and allied tradesmen.

The 1951 convention of the association has been set for June 9-11 at the Ocean Forest Hotel in Myrtle Beach, according to Mrs. Skillman, secretary.

—BREAD IS THE STAFF OF LIFE—

MIDWEST CLUB PLANS "BASEBALL LUNCHEON"

KANSAS CITY—The annual "baseball luncheon" of the Midwest Bakers Allied Club will be held at the Hotel President, July 14. The club will be host to members of the Kansas City and Louisville baseball teams. The principal speaker will be Bob Martin, New York Giants scout. In the evening the club members and their families will attend the baseball game at the Kansas City Blues park. Ruth Ann Smith, manager of the club, is making the reservations.

Montana Master Bakers Elect William H. Bertsche President

GREAT FALLS, MONT.—William H. Bertsche, Sally Ann Baking Co., Great Falls, was elected president of the Montana Master Bakers Assn. at the annual convention of the organization at the Hotel Rainbow here June 24-25. Mr. Bertsche succeeded E. J. Harberson, Bungalow Bakery, Great Falls.

Alvin Herzog, Dutch Girl Bakery, Butte, was named vice president and the convention chairman for next year's meeting, which is planned for Butte. Joseph J. McVey, Eddy Bakeries, Helena, Mont., was elected secretary-treasurer.

Of the 116 total registration 77 were bakers. A large number of allied firms were represented, making it one of the best-attended meetings the Montana association has had.

Following registration, the meeting proper got under way with a general business session in the hotel the afternoon of June 24. This session was conducted by Mr. Harberson.

Ralph Herman, General Mills, Inc., Minneapolis, used charts and statistics to discuss Brown 'n Serve bakery products.

The speaker referred to a recent survey which showed that over 60% of bakers interviewed were producing Brown 'n Serve products. The greatest concentration of this type of product was in the Southwest, where 82% of bakers were using Brown 'n Serve. In the Southeast, 73% were using it, 52% on the East Coast and 62% in the Midwest.

Ned Leedle, Standard Brands, Inc.,

San Francisco, was next on the program with a discussion of fermentation, followed by William Doty, California Raisin Advisory Board, Fresno, speaking on the "Future in the Bakery Business."

Business Methods Discussed

Paul Trigg, Montana Flour Mills Co., Great Falls, stressed proper accounting and good business methods in his discussion, "What About Your Business?"

Mr. Leedle, Mr. Doty and Walter Frey, Procter & Gamble, Oakland, Cal., took part in a panel discussion on bakers' problems under the chairmanship of Eugene Lissa, Ideal Bakery, Billings, a former president of the association. Many questions from the floor were received and answered.

The business session was followed by a banquet in the Palm Room of the hotel for the bakers and their ladies. Gene Murphy, Montana Flour Mills Co., was toastmaster.

A feature of the annual banquet was the old-fashioned bread plate on every table, containing specialty breads baked by service men at the convention. No rolls or buns were available, but the stacks of specialty breads were completely consumed.

The June 25 portion of the convention got under way with an early birds' breakfast in the hotel, where the bakers and their ladies were guests of the Montana Flour Mills Co.

The election of officers and committee reports took up most of the Sun-

July, 1950

day business session. The meeting was followed by a demonstration at the Bungalow Bakery by Mr. Frey.

Later that morning the ladies were guests of General Mills, Inc., at a brunch at the Meadow Lark Country Club. The last social event on the program, a baseball game between Great Falls and Idaho Falls, courtesy of the Montana Flour Mills Co., was cancelled because of rain.

The allied men's cocktail bar in the Hospitality Room of the Bungalow Bakery was open at various times during the convention, and was moved to the hotel when inclement weather made it difficult for visiting bakers to reach the Bungalow Bakery. More than 30 allied firms cooperated in making the cocktail hours possible.

—BREAD IS THE STAFF OF LIFE—

Golf Winners at Pennsylvania Meeting Announced

WERNERSVILLE, PA.—Three days of perfect springtime weather had much to do with the success of the midyear convention of the Pennsylvania Bakers Assn. held June 4-6 at Galen Hall Hotel. Registration for the affair totaled 267.

(Editor's Note: The business activities of the convention were reported in the June issue of *The American Baker* on page 71.)

The golf tournament for the two president's trophies was held June 5 with F. William McCarthy, Fleischmann's Vienna Model Bakery, Philadelphia, as chairman and John P. Byrnes, Byrnes & Kiefer Co., Pittsburgh, as co-chairman. The trophy for low net score, available to bakers only, was won by John Hagy, executive vice president of Freihofer Baking Co., Philadelphia, president of the association, with a net score of 68. This is the second time the cup was won by him, the first time having been awarded to him in 1947 at the Seaview Country Club.

Harvey G. Woeckner, Marathon Corp., Pittsburgh, carried the honors for low gross with a 71. Since Mr.



AT POTOMAC STATES MEETING—About 200 members of the Potomac States Bakers Assn. assembled at the Cavalier Hotel, Virginia Beach, Va., for the annual summer meeting of the organization June 26-28. Some of the delegates are shown above. In the illustration at the left are Ben Erdman, Newark Paraffine & Parchment Co.; Philip J. Hauswald, Hauswald Bakery, Baltimore; Adolph Jahn, Federal Yeast Corp., Reading, Pa., and

Jerry Goldsmith, Baltimore. Carl Schmidt, Schmidt Baking Co., Baltimore, president of the association, and John Ruthke, New System Bakery, Baltimore, are in the center illustration. At the right are Allen Gettemuller, Pillsbury Mills, Inc.; E. C. Muhly, Muhly Bakery; Mrs. Gettemuller; C. H. Bollinger, Kansas Flour Mills Co., Reading, Pa.; Mrs. Muhly, Carol Ann Muhly, and Emmet Gary, secretary of the Potomac States bakers.

Woeckner won this trophy in 1949 at the Bedford Springs convention, it goes to him for permanent keeping, in accordance with the conditions under which this trophy was put in play.

Another repeat was the recipient of the "pessimist's prize," Herman A. DePova, Wassell Bakery, Philadelphia, whose low net was a 1 under par, 65.

—BREAD IS THE STAFF OF LIFE—

HAL SCHROEDER BECOMES LOU FREEMAN ASSOCIATE

CHICAGO—Lou Freeman has announced the appointment of Hal Schroeder as his associate in the Lou Freeman Co.

—BREAD IS THE STAFF OF LIFE—

A. W. HUSS APPOINTMENT

MILWAUKEE—The A. W. Huss Co., distributor to the Milwaukee and Wisconsin baking industry, has expanded its customer service through appointment of Franklin A. Schmidt as city sales manager, a new department for the firm. Archie Huss, head of the firm, reports that the new department will facilitate handling Milwaukee sales and deliveries. Mr. Schmidt was formerly assistant branch manager of Snow Crop Marketers, Inc., in Milwaukee.

VIRGINIA BEACH, VA.—Approximately 200 members of the Potomac States Bakers Assn., with their wives and children, attended the annual summer outing of the organization at the Cavalier Hotel here June 26-28.

The weather was excellent for the outing, with no rain during the three days and temperatures in the high 90's making the beach very popular. The hotel served luncheon at its Beach Club June 26 and 27, so the association members were able to spend the entire time on the seashore if they wished. Entertainment and prizes were provided for the bathers by Mae Ehorst, Mrs. Charles T. Godwin, Mrs. Edwin C. Muhly and Patrick McGinnis.

The evening of June 27 a cocktail party was held, followed by a banquet. Carl P. Schmidt, Schmidt Baking Co., Baltimore, president of the Potomac States Bakers Assn., welcomed the members and gave a short talk on the aims and objectives of the association. Door and golf prizes were awarded before the member-

ship moved to the beach club for dancing and entertainment.

Ladies' door prizes were awarded to Mrs. Jack Bossert, Baltimore; Mrs. Joseph M. Creed, Washington; Mrs. Anton Hagel, Baltimore; Mrs. Philip Hauswald, Baltimore; Mrs. J. C. Hunter, Jr., Baltimore; Mrs. William A. Quinlan, Washington, and Mrs. J. M. Elliot, Baltimore.

The following men were awarded door prizes: Charles T. Godwin, Sr., Baltimore; Gail T. Huffbaker, Virginia Beach; R. E. Kerney, Baltimore; J. E. McGinnis, Baltimore; J. E. Mapes, New York; Harry Muller-Thym, Philadelphia, and Frank X. Ragan, New York.

Carl C. Hauswald, Jr., Baltimore, took the golf prize with the low gross for bakers, while Carl C. Hauswald, Sr., took the low net award. W. H. Welker, Newark, turned in the low gross for allied members.

In the golf tournament between the Potomac States Bakers and the Baltimore Bakers Club, the following won prizes: J. Miles Decker, Baltimore; Philip Lord and Herbert Johnson, New York; Charles Karkalits, Nutley, N. J.; Hugh Evans, Great Neck, N. Y., and Allen Gettemuller, Baltimore.

DUNWOODY STUDENTS SEE P. & G. DEMONSTRATION

MINNEAPOLIS—Charles Keeney of the bakery service department of Procter & Gamble, Chicago, conducted a demonstration June 14 for the students of the Dunwoody Baking School, Minneapolis. Mr. Keeney demonstrated the making of Virginia pastry, and summertime cakes and cookies. A variety of fillings and icings was also included. He led a discussion on the elimination of hot weather problems in the bakeshop.

—BREAD IS THE STAFF OF LIFE—

LAGENDORF DIVIDEND UP

Directors of the Lagendorf United Bakeries, Inc., increased the quarterly dividend on the company's common stock to 40¢ from 33¢ previously. The dividend is payable July 15.

—BREAD IS THE STAFF OF LIFE—

ANGELICA FIRM CHANGES NAME

ST. LOUIS—Angelica Jacket Company, manufacturer of washable service uniforms, recently changed its name to Angelica Uniform Company. The name change does not affect the internal or external operations of the company.



AT PENNSYLVANIA MEETING—The pictures above were taken during the recent mid-year convention of the Pennsylvania Bakers Assn. at the Galen Hall Hotel, Wernersville, at which sports were emphasized. In the picture at the left, the golfers, left to right, are: James Eames, Eames Bakery, Tamaqua, Pa.; A. C. McDowell, Commander Milling Co., Reading; P. S. Lord, Standard Brands, Inc., New York, and Harvey G. Woeckner, Marathon Corp., Pittsburgh. The center picture, taken from the 18th green, shows the clubhouse in the background. On the green, left to right, are Herman A. De Pova, Wassell Bakery, Inc., Philadelphia; S. H. Yeager, Na-

tional Yeast Corp., New York; John Hagy, Freihofer Baking Co., Philadelphia, and A. M. Luyben, Doughnut Corporation of America, Ziegler'sville, Pa. In the picture at the right are shown some of the delegates relaxing after the trapshooting contest. In the front row, left to right, are: John P. Saylor, Saylor's Bakery, Tamaqua, Pa.; Harry T. Muller-Thym, Haverford, Pa., and Paul M. Baker, Jenny Lee Bakery, McKees Rocks, Pa. Standing, left to right, are: Theo. Staab, PBA secretary, Philadelphia; Gustave Braun, Keystone Bakery, Inc., West Bridgewater, Pa.; Harold Muller-Thym, Haverford, Pa.; George Silber, Royer Bakery, Denver, Pa., and Guy S. Beaver, Beaver Bros. Baking Co., Burnham, Pa.



James Nolan



Jerome H. Debs

SUBSIDIARY ANNOUNCED BY CHICAGO METALLIC

CHICAGO—The Chicago Metallic Mfg. Co. has announced the formation of a new subsidiary company, Pan Coatings, Inc., in the pan glazing field. Jerome H. Debs, president of Chicago Metallic, will also be president of the subsidiary.

Leonard Weislow will be executive vice president of Pan Coatings, Inc., and James Nolan will be vice president and general manager of the new company.

In making the announcement, Mr. Debs stated that "Chicago Metallic has been considering for some time the advisability of entering the pan

glazing field. It had long felt that Chicago Metallic engineers, with their scientific know-how in the building of pans, could provide a glazing and maintenance service that would be second to none in the industry. The potential of this move on the part of Chicago Metallic may well be gauged by the fact that the same engineers who developed 'Weld-Lock's' famous 'no-burn-koting,' will now devote their skills to the improvement of pan glazing and pan maintenance techniques for Pan Coatings, Inc."

Pan Coatings, Inc., offices will be at 3711 S. Ashland, Chicago 9 and the plant will be located at 618 W. Pershing Road in Chicago.

SUMMER MEETING PLANNED BY OHIO BAKERS GROUP

COLUMBUS, OHIO—The summer meeting of the Ohio Bakers Assn. will be held July 9-10 at the Deshler-Wallick Hotel and Brookside Country Club here. All plans have been completed for two days of relaxation and pleasure, according to Roy Ferguson, association secretary.

A president's reception is planned for the evening of July 9 and the "Morning Glory Breakfast" is the first feature on the program July 10. The annual golf tournament will be held July 10 and the meeting will close with the banquet that evening.

Morgan Pennington is general convention chairman.

BREAD IS THE STAFF OF LIFE

PITTSBURGH PRODUCTION CLUB HEARS DISCUSSION

PITTSBURGH—An open forum discussion was held at an evening dinner session of the Greater Pittsburgh Production Men's Club at Hotel Roosevelt June 7. Otto Scheuerman, instructor at South Vocational School, baking division, was chairman of a panel of members of the club, who answered questions on bread, sweet goods, icings, pies, cookies and cakes.

Questions submitted had all been covered at various of the year's meetings as subjects, and in this manner a test was obtained of how much good individual members had received from subjects on the year's programs.

R. R. Sanborn reported that the

club's annual frolic was an outstanding success.

Carl Sindel, Erti Baking Co., presided, and introduced as new members George Collins, Rhea Bakery; William Ellenberger, Wilson & Co.; Clyde Grater, Clyde Grater Bakery, and John Syka, Nills Bakery.

A stag party will be held during the summer, and S. D. McKinley, Hardesty & Stineman, program chairman, announced that while this last meeting of the season was "really good, a splendid list of topics and speakers has been secured for the new year which opens in September."

BREAD IS THE STAFF OF LIFE

J. H. DAY CO. APPOINTS NEW SALES ENGINEERS

CINCINNATI—The J. H. Day Co., Inc., has announced a reorganization of sales territories and the appointment of five additional sales engineers.

William Brestle, who has served Day for 18 years as design engineer, is now active in Indiana, Kentucky and Tennessee, replacing C. I. Sahlfeld, who retired recently.

R. E. High, whose background includes several years as an industrial conveyor engineer, has been assigned a territory centered at St. Louis, Mo.

James B. Packman has been added to Day's staff of engineers in New York City to afford better service to customers in that important market. Mr. Packman is a graduate heating and ventilating engineer and has experience in the packaging industry.

Frank E. Quick, already well known in the New England states, now serves Day customers in that area from a newly-established Bos-

ton office. Mr. Quick has been associated with the baking and food processing industry for a number of years.

William H. Ross, with engineering experience in the food packaging industry, joins Day after recent sales work in the food processing field. He will be based in Dallas, Texas, replacing A. A. Liebelt who is supervising the installation of the new Day molder-panner all over the U.S.

All five men have received intensive training at Day's main office at Cincinnati and are now serving Day customers in their territories.

BREAD IS THE STAFF OF LIFE

MEETING ON NEW WHEAT SET FOR SEPT. 25 IN K.C.

KANSAS CITY—Sept. 25 has been selected as the date for the annual joint meeting of the Midwest Bakers Allied Club, Kansas City, and the Kansas City section of the American Association of Cereal Chemists. These two organizations annually sponsor a conference on the baking qualities of new crop hard winter wheat flours.

BREAD IS THE STAFF OF LIFE

PRODUCTION MEN ELECT NEW OFFICERS FOR CLUB

OMAHA—The annual closed session of the Nebraska-Iowa Bakery Production Club for the purpose of electing officers and transacting business was held in the Maney Milling Co. clubrooms June 21. Harold McDonald presided.

Charles G. Ortman, Ortman Bakeries, Omaha, was elected president for the coming year. He is a past president of the Nebraska Bakers Assn.

Other new officers are: Earl G. Johnson, Lowenberg Bakery, Inc., Ottumwa, Iowa, vice president and president-elect, and E. J. Rosse, Maney Milling Co., secretary-treasurer. The new executive committee will consist of new officers and E. M. Hughes, Quaker Baking Co., Council Bluffs, Iowa, and Harold McDonald, P. F. Petersen Baking Co., Omaha. Both are past presidents of the production club.

A draft for a new and improved constitution was submitted and adopted. In recognition of the fact that Earl F. Schafer, former owner of the Maney firm, was instrumental in the founding of the club and was of valuable assistance during its early existence, the members unanimously approved a resolution naming him an honorary life member of the club. Plans also were discussed for the next meeting which will be held at Des Moines, and for a stag picnic to be held in the near future.

BREAD IS THE STAFF OF LIFE

N. Y. BAKERY GROUP HEARS PRODUCTION DISCUSSION

NEW YORK—An address covering the problems of the modern production man and his responsibility in profitable bakery operation was presented by Russell E. Duvernoy, Duvernoy & Sons, Inc., New York, at the season's final meeting of the Metropolitan Bakery Production Club, Inc., here June 5.

The program had a novel twist in that the speaker called for comments from local trade authorities in the group as he outlined, step by step, problems relative to ingredient variance, machinery, management and sales and production.

This step-by-step discussion approach lent to an interesting and constructive meeting as varying opinions were presented from the floor.

Some of the principal suggestions offered by Mr. Duvernoy in his address were: Purchase ingredients from the best possible source. Don't cut on quality and depreciate the value of the product through the lower cost approach. Rely on responsible firms for good equipment. Encourage cooperation and exchange of ideas within the industry and particularly between the sales and production departments in the company. The speaker further noted that "management must be capable before labor can be productive," and he declared that quality production and good quality results per man hour are the responsibility of the production man.

Mr. Duvernoy stressed the need for



PRODUCTION CLUB ELECTS—The retiring president and newly elected president of the Metropolitan Bakery Production Club, Inc., are pictured above in an informal chat prior to the season's final meeting of the group held at the Hotel George Washington, New York City, June 5. They are, left to right, Don F. Copell, Wagner Baking Corp., Newark, N.J., retiring president, and Walter Jacobi, Ebinger Baking Co., Brooklyn. Other officers elected at the meeting are: Edward F. Holterhoff, Mi-Own Cake Co., Paterson, N.J., first vice president; Everett J. Ranney, American Food Laboratories, Inc., Brooklyn, second vice president and program chairman; William H. Welker, Swift & Co., Newark, N.J., secretary, and Henry F. Voll, Bakers Weekly, treasurer.

better bakery machinery and, in conclusion, stated that "quality merchandise can be made with machinery with proper handling by the baker."

Jim Curtis, National Biscuit Co., chairman of the board of directors, officiated in accepting 16 new members to the club by presenting them with membership cards, certificates and buttons.

At the conclusion of the meeting, the members were again reminded that the annual summer party of the club will be held Aug. 16 at the Engineers Golf Club, Roslyn, L.I., N.Y.

BREAD IS THE STAFF OF LIFE

Oleo Tax Repeal May Boost Bread Consumption

WASHINGTON—The consumption of bread and other bakery products may be increased with the repeal of a federal 10¢ lb. tax on colored oleomargarine. The oleo industry is readying a large advertising campaign to promote the increased use of colored oleo and inform the public that colored oleo will be 10¢ lb. cheaper after July 1.

Some of this advertising will show colored oleo being used with bakery products; it is felt that stressing the economy of the two products in conjunction may increase the consumption of both.

However, 40% of U.S. residents are still prevented from buying colored oleo by state law.

The sale of yellow or butter-colored margarine is still prohibited by state law in Vermont, Connecticut, New York, Pennsylvania, Delaware, Michigan, Illinois, Wisconsin, Minnesota, Iowa, South Dakota, Montana, Wyoming, Washington and Oregon.



DUNWOODY STUDENTS—Over 100 students were enrolled in the Dunwoody Baking School this past training period, according to A. J. Vander Voort, head of the school, Minneapolis. The picture above, taken in June, shows the students and in the front row (left to right) the following men: J. R. Kingman, Jr., director of Dun-

woody Industrial Institute; J. A. Butler, assistant director; Mr. Vander Voort, and five baking school instructors: Edward Harding, Ernest Johnson, Rudolf Harder, William Thorn and Lloyd Wernecke. The picture was taken by the Red Star Yeast & Products Co. and prints were made available to each student.

AIB Building Dedication to Be Feature of Convention of ABA

CHICAGO—Plans for the 1950 convention of the American Bakers Assn., scheduled to be held at the Sherman Hotel here Oct. 13-18, are under way, according to a recent ABA announcement.

Dedication of the new headquarters building of the American Institute of Baking will be the feature of convention week. The theme of the meeting will be built around the activities of the AIB and the services of ABA and AIB to the industry.

Hotel reservations are being received in Chicago and the ABA announcement predicted that attendance at the meeting will exceed that of the regular (other than exposition) convention years.

The wholesale cake branch of the ABA is planning all day sessions on Friday, Oct. 13, and the wholesale bread branch is planning a half-day session on Saturday, Oct. 14.

Feature of Oct. 15 will be open house at the new AIB building for all ABA members, with dedication ceremonies scheduled for 3 p.m. The chairman's and president's reception will be the first formal social event of the convention that evening.

The opening general session has been set for Monday morning, Oct. 16. The Bakers of America Program will occupy the spotlight at a general session that afternoon.

Morning general sessions and afternoon branch sessions have been planned for Tuesday and Wednesday.

October 17 and 18. The American Society of Bakery Engineers will present a program during the Oct. 17 morning session and the AIB will be featured during the Oct. 18 morning session.

BREAD IS THE STAFF OF LIFE

FRANK PLEITGEN HEADS PRODUCTION MEN'S CLUB

CHICAGO—Frank Pleitgen, production manager, Deppe-Vienna Baking Co., Chicago, was elected president of the Chicago Bakery Production Club at the regular semi-monthly meeting in the Civic Opera Building June 14. The dinner meeting was the last of the spring season. Mr. Pleitgen succeeds Dave Rubin, bakery production manager, Goldblatz Bros.

The new vice president of the club is Michael Prettack, production manager at Schultze Baking Co.'s north side plant. Julius Prep, production manager of the airport bakery department of Marshall Field, was elected treasurer, and M. J. Thomas, Swift & Co., was renamed secretary. Willard Mattson, Broelite Co., was named program chairman.

Otto Hallebach, vice president in charge of production for the Case-Moody Pie Co., addressed the meeting on the technicalities of pie baking. Nearly 50 members were present at the meeting.

BREAD IS THE STAFF OF LIFE

ASBE CHAPTER SPONSORS CAKE DECORATING SESSION

LOS ANGELES—All the latest and fanciest creations in cake and bakery confectionery decorations were demonstrated to 60 members of the southern California chapter of the American Society of Bakery Engineers at their June 28 meeting. The demonstration was staged by representatives of the Wilton School of Cake Decorating, Chicago.

An address on personnel problems is scheduled for the Sept. 27 meeting of the ASBE chapter. The address will be given by Don Copell, Wagner Baking Co., Newark, N.J., national president, who will be the guest of the southern California chapter.

Research on Staling of Bread Broadened Under USDA Program

WASHINGTON—New studies on the causes and prevention of staling in bakery products are being undertaken by the American Institute of Baking, as a part of the U.S. Department of Agriculture's continuing research into the staling problem, the department has announced.

The enlarged program will be carried out under Supplement II to a research contract financed through provisions of the Research and Marketing Act of 1946. Since the work lies primarily in the field of chemistry, it is being administered by the Bureau of Agricultural and Industrial Chemistry's Northern Regional Research Laboratory at Peoria, Ill., in cooperation with the Production and Marketing Administration of the Department of Agriculture. The PMA directly supervises other phases of research on the bread staling problem which are being investigated by the AIB.

Objectives Listed

The objectives of the new work now announced are to determine the role and effect of the various components of wheat flour on the development of staleness. The investigations will be specifically directed toward the determination of the effect that starch, gluten, water solubles and other frac-

tions of the flour have on this economically important problem.

Work under the new contract will retain the services of the Baking Industry Research Advisory Council which includes most of the top scientists directly connected with the baking industry. The laboratory work will be carried out by the AIB in Chicago.

A more fundamental study of bread staling will be possible with the enlarged program under Supplement II, according to Dr. William B. Bradley, scientific director of the AIB, and it is hoped that the actual cause of staling can be determined.

Actual Cause Sought

"Only when the actual cause of staling has been established can it be defined in scientific terms," he said. "At the present time staling must be defined in terms of consumer acceptance and is measured subjectively or by arbitrary methods which may or may not correlate with the changes in bread which are responsible for the phenomenon known as staling."

Dr. Bradley further stated that the laboratory personnel who have conducted the investigation thus far under the contract with the Department of Agriculture will continue the investigation as outlined under Supplement II.

AIB TO GET REFRIGERATOR FROM PRODUCTION MEN

NEW YORK—The board of directors of the Metropolitan Bakery Production Club, Inc., has announced that the group will present the American Institute of Baking with an electric refrigerator. In making the announcement, the director stated that "it is understood that a number of similar refrigerators are needed for the new institute building in Chicago, and the metropolitan club is pleased to be able to furnish one of them." The size and type of the refrigerator will be determined by the needs of the institute.



Joseph A. Lee



Albert R. Fleischmann

STANDARD BRANDS APPOINTMENTS—The appointment of Joseph A. Lee as first vice president of Standard Brands, Inc., has been announced by Joel S. Mitchell, president. Mr. Lee will be in charge of subsidiary company operations, consisting of the Fleischmann Malting Co., Standard Brands International, The Fleischmann Distilling Corp., vinegar division and special products division. Albert R. Fleischmann, vice president, will become general sales manager of Standard Brands, Inc., succeeding Mr. Lee.

MOSTLY PERSONAL

Howard B. Cunningham, vice president in charge of purchasing, National Biscuit Co., New York, was in Toledo recently visiting the flour mill owned and operated by the company. The mill is closed down for two weeks for vacations.

M. L. Nelson has been appointed sales manager at St. Joseph, Mo., for the National Biscuit Co. He started with the company in Kansas City as a salesman and later was promoted to sales supervisor in Kansas City.

Miss Jane Fuchs, daughter of the late Charles T. Fuchs, at the time of his death president of Fuchs Baking Co., South Miami, Fla., will be married in the near future to **George M. Wilson**.

J. Phil Joyce, president of the Wisconsin Bakers Assn., Inc., and manager of the Colvin Baking Co., Janesville, Wis., is one of the 19 local business men on the organization committee of the Chamber of Commerce's "Janesville Industrial Development, Inc." The group will direct its efforts at bringing new industry and business to the city and holding those firms already located there.

Robert T. Beatty, who until his recent retirement was editor of The American Baker, entered a Minneapolis hospital June 24 for observation. Mr. and Mrs. Beatty maintain their residence at Winter Park, Fla.

A recent visitor at Vancouver was **Rupert E. Carr** of London. Mr. Carr, now in Canada on a business tour, is managing director of Peak, Frean & Co., Ltd., which has built a plant at Toronto, Ont., to take care of the Canadian demand. Mr. Carr is the fourth generation of his family in the business. In addition to its biscuit

plant, the firm operates a candy plant in England, besides two in India, one in Australia and another in Canada.

Joseph H. Barrow, veteran bakery sales representative for Durkee Famous Foods in the Chicago area, retires this month after 26 years' service with the company. He was honored recently at a banquet at Chicago's Brookwood Country Club by the Puff Pastry Division of Durkee's



John Gray

EKCO APPOINTMENT—Tom Dillon, vice president of Eko Products Co., has announced the appointment of **John Gray** as an Eko sales representative for the Midwest. He will headquartered in Kansas City, Kansas, and along with Jim Murray, will help to service bakers in that territory. Mr. Gray has been associated with the baking industry for many years.

Iron Street Plant. Mr. Barrow and his family plan to make their home in Tucson, Ariz.

Carroll K. Michener, executive editor of The American Baker, and **Mrs. Michener** returned to Minneapolis June 19 from an extended vacation in England, Scotland and Holland.

Russell Wirth, newly-named president of Red Star Yeast & Products Co., Milwaukee, and **James A. Kirkman**, who was recently appointed executive director of sales and advertising, visited the St. Paul offices of the company during the week of June 19.

Samuel R. Strisik of S. R. Strisik Co. and **J. A. MacNair** of H. J. Greenbank & Co., New York, have been named to the committee raising funds in the campaign to fight cerebral palsy, representing the baking, flour and allied trades.

Mrs. Louise K. Buell, manager of the Bakers Club of Chicago, flew June 30 to New York, from where she will travel by plane to England for a visit of a few weeks. Mrs. Buell was accompanied by her father.

The casualty list of bakers and allied tradesmen in the Twin Cities is running unusually high at present. **Art G. Perlich**, bakery flour salesman for General Mills, Inc., Minneapolis, is convalescing in Swedish Hospital, Minneapolis, following an operation; **George E. Rudd**, Minneapolis representative of the S. Gumpert Co., Inc., is recovering at his home following injuries received in a fall from a stepladder, and **Lloyd Kolby**, Kolby Bakemasters, Inc., St. Paul, is in Midway Hospital in that city as a result of an infection which developed from hand injuries received on a recent fishing trip. Mr. Kolby is president of the Associated Bakers of St. Paul.

Gene Flack, sales counsel and director of advertising, Sunshine Biscuits, Inc., New York, and past president of National Sales Executives, Inc., recently addressed the Rotary Club at Boston. Mr. Flack has addressed audiences throughout the country, speaking on merchandising, advertising and selling.

Miss June Parker Nolde, daughter of **Henry Nolde**, Nolde Bros., Richmond, Va., wholesale baker, and **Mrs. Nolde**, was married recently to **Manley Caldwell Butler**, Roanoke, Va.

George L. Burr, New York, has been elected a director of the American Bakeries Co. to succeed the late **Nicholas F. Lenssen**. Mr. Burr was formerly a partner in Lazard Freres, international banking firm. He is also a director of the Purity Bakeries Corp.

Anthony Szymanski, president of Tony's Bakery, Inc., Fremont, Ohio, was featured on the cover of a recent issue of the Toledo Blade Pictorial. Inside the picture supplement to the Blade's Sunday edition a two-page illustrated article told the story of Tony's rise in the baking business and labeled him "Fremont's Doughnut King."

Soren Egekvist, president, Egekvist Bakeries, Inc., Minneapolis, sailed from New York June 1 on the

Norwegian-American Lines' Oslofjord for an extensive visit with relatives in Denmark. He plans to return July 7.

BREAD IS THE STAFF OF LIFE

CHARLES W. ORTMAN, 77, DIES JUNE 13 IN OMAHA

OMAHA—Charles W. Ortman, 77, pioneer in the baking industry, died here June 13 at his home following a heart attack.

Services were held June 16 at St. Mary Magdalene's Church with burial at St. Mary Magdalene's Cemetery.

Born in Germany, Mr. Ortman, at the age of 17, went to work at the New England Bakery here. Two years later, the Scotch owner of the bakery went west in search of gold. Mr. Ortman bought his interest in the bakery, founded the Ortman Bakeries, which now is one of the city's largest baking firms.

Mr. Ortman was president of the Nebraska Bakers Assn. in 1912 and was instrumental in promoting the first statewide convention in 1919. He also was affiliated with the Trans-Mississippi Bakers Assn. in the early part of the century. He served as a consultant in Washington during World War I.

In his own firm, Mr. Ortman always urged his personnel to strive for improved products, more emphasis on formulas and more test baking of rolls and bread. He was president of the Ortman Bakeries until 1925 when he turned the active management over to his sons, Lawrence F. and Charles G., both of whom are active in affairs of the Nebraska Bakers Assn. Lawrence was president in 1940 and Charles G. completed a term as president last year.

Mr. Ortman was active in civic and charitable affairs in Omaha. He was a member of Ak-Sar-Ben and the Knights of Columbus.



J. Brouwer

APPOINTED—The American Maize-Products Co. has announced that **J. Brouwer** has been appointed manager, bulk sales, central division, and will maintain his headquarters in the Chicago office. Mr. Brouwer has had considerable experience in the food business. Prior to his joining the American Maize-Products Co. he was associated with the Gerber organization. During this time he was in charge of their sales training program and later manager of the firm's Chicago office.



W. E. LONG ANNIVERSARY—The W. E. Long Co. celebrated a half century of service to the baking industry during its recent annual general managers conference in Chicago. In the picture above, W. E. Long, chairman of the company, is shown greeting T. O. Armstrong, Westinghouse Electric Corp., a speaker at the conference. At the left is E. E. Hanson, executive vice president of the Long firm, and at the right is William L. Goodman, Jr., vice president and director of advertising.

W. E. Long Co. Marks 50th Year

General Managers Conference Held

CHICAGO—The W. E. Long Co. celebrated a half century of service to the baking industry during its annual general managers conference at the Edgewater Beach Hotel June 19-21.

W. E. Long, founder and chairman of the board of directors of the company, served as chairman of the conference, which was attended by more than 100 owners and general managers of large independent bakeries in 37 states.

Over the past 35 years, these conferences have been held regularly, affording the bakers an opportunity to keep in close touch with the best creative thought and the most progressive action in the baking industry.

At the 1950 general managers con-

ference, bakers glimpsed a future which they were told was limited only by what they conceive it to be and the energy with which they attempt to bring it about. New developments in experimental research and laboratory control, advertising and sales, business trends, materials and equipment, production and engineering were discussed by men who are acknowledged experts in their fields. The bakers, themselves, contributed new ideas, growing out of their experience.

Keynote speakers at the conference included Sen. Karl E. Mundt (R., S.D.), former member of the foreign affairs and un-American activities committees of the House of Representatives; Edward McFaul, philosophic humorist; Robert Kazmayer, analyst of national and international affairs; Dr. Harold Moulton, nationally known economist, and T. O. Armstrong, director of labor relations for Westinghouse Electric Corp.

All the keynote addresses directed the attention of the bakers to the perplexing social and economic trends of today which may radically alter the future of America.

As the W. E. Long Co. goes into its second half century, plans are already drawn for the annual sales managers conference to be held in Chicago next December. Initial plans for the 1951 general managers conference are also being made. For both meetings, the aim is to acquaint bakery executives with latest developments in the industry, to offer them an opportunity for exchange of ideas and techniques, and to stimulate their faith in unlimited progress for the future, the company pointed out.

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John T. McCarthy Speaks

At the 50th anniversary meeting of the Long company, John T. McCarthy, Jersey Bread Co., Toledo, and president of the American Bakers Assn., spoke on the progress of the baking industry:

"The growth and prosperity of the baking industry during the past 50 years was accomplished by the intellectual and spiritual growth of the leadership of the industry and by the unity within the industry," Mr. McCarthy told those attending the Chicago meeting. "The intellectual and

spiritual growth of the leadership of the industry, the unity in the industry—the greater respect of man for man—the ability to disagree with each other without being disagreeable are the fundamental reasons for the baking industry's progress."

Fifty years ago, Mr. McCarthy told the group, the baking industry was feebly emerging from the craft stage to become a formal business, and "know how" was a jealously guarded secret. Today, however, Mr. McCarthy stated he believed no bakery business can continue of only wholly local character.

New York Bakery Employers Council and the local union. The union's original demand was for 20¢. The strike, which was scheduled for June 12, would have involved not only the 2,500 members of this local but would have also forced into idleness another 1,500 drivers and route men. It would have been the second strike in two years at these plants. Last year the drivers were out for 20 weeks. The employers' council includes the Ward, General, Continental, Drake, Grennan, Purity, Gottfried and S. B. Thomas baking companies.

Bakery Strikes

(Continued from page 11)

would give the bakers a 10¢ hourly increase retroactive to May 1 and an additional 10¢ an hour premium for night work, effective at once. On May 1, 1951, there would be a 3½¢ rise and another on Nov. 1, 1951, followed by a 2½¢ hike on May 1, 1952, and another six months later. The union, satisfied with the first year terms, has demanded that the 7¢ and 5¢ yearly rises be granted in full at the beginning of the second and third contract years rather than in six-month steps. It is understood that it is this demand on which the union is willing to negotiate after a return to work.

A separate settlement between A. & P. Food Stores in St. Louis and the bakers' union was effected June 13, providing for a general wage increase of 10¢ an hour and a 10¢ night differential.

Meanwhile, bread supplies were being trucked into the St. Louis area from nearby Illinois and Missouri towns to supplement the production of local retailers.

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Strike Against Bakeries in New York Averted

In New York, a citywide strike against bakeries which produce about 70% of the metropolitan area's bread supply was averted June 11 when a tentative agreement on a 9¢ wage increase was reached between the

WANT ADS

Advertisements in this department are 10¢ per word; minimum charge, \$2. Add 20¢ per insertion for forwarding of replies if keyed to office of publication. (Count six words for signature.) Situation Wanted advertisements will be accepted for 5¢ per word, \$1 minimum. Add 20¢ per insertion for keyed replies. Display Want Ads \$6 per inch per insertion. All Want Ads cash with order.

BUSINESS OPPORTUNITIES

FOR SALE—FULLY EQUIPPED BAKERY in small western city, excellent retail and wholesale outlets. Can be bought for half its value. Real opportunity for live wire. Address 739, The American Baker, Minneapolis 2, Minn.

ANNOUNCING HOME STUDY COURSE IN COMMERCIAL BAKING. Practical basic training. Good field for those with aptitude. Nearly depression proof. Send for free booklet, "Opportunities in the Baking Industry." National Baking School, 1315 Michigan Ave., Dept. 320B, Chicago 5, Ill.

MACHINERY WANTED

WANTED TO BUY—RICHARDSON scales, bag closing machines and other good mill, feed and elevator equipment. J. E. Hagan, 1522 E. High, Jefferson City, Mo.

The Montgomery Company

R. H. MONTGOMERY

FLOUR BROKERS

BALTIMORE 3362

21 W. 10TH ST. KANSAS CITY, MO.

E. P. MITCHELL COMPANY

DWIGHT BLDG.

KANSAS CITY 6, MO.

PHONE GRAND 1554

ALL TYPES OF CLEAR

Your Egg Breaking Problems SOLVED

Available now. A new electrically driven egg breaking machine which can deal with between 3,000 and 4,000 eggs an hour.

All emptied entirely giving 5% more liquid than by the old fashioned handbreaking method.

EASILY CLEANED

THE LIQUID CAN BE DRAWN OFF WHILE WORKING

PRICE—\$200 f.o.b. Dutch Port

For full details write to:

TERSTEGGE
The Hague, Holland

**PILOT PLANT BAKERY
KANSAS STATE COLLEGE**
**IN RECOGNITION OF FINANCIAL AND
ADVISORY ASSISTANCE CONTRIBUTED
BY**

AMERICAN FLOURS, INCORPORATED
THE BLAIR MILLING COMPANY
COMMANDER-LARABEE MILLING COMPANY
FLOUR MILLS OF AMERICA, INCORPORATED
GENERAL MILLS, INCORPORATED
INTERNATIONAL MILLING COMPANY
KANSAS MILLING COMPANY
THE WILLIAM KELLY MILLING COMPANY
MIDLAND FLOUR MILLING COMPANY
THE MOORE-LOWRY FLOUR MILLS COMPANY
THE NEW ERA MILLING COMPANY
OMAR, INCORPORATED
PILLSBURY MILLS, INCORPORATED
RODNEY MILLING COMPANY
SHELLABARGER MILL & ELEVATOR COMPANY
STANDARD MILLING COMPANY
WEBER FLOUR MILLS COMPANY
WESTERN STAR MILL COMPANY

BRONZE PLAQUE—The department of milling industry, Kansas State College, Manhattan, has installed a bronze plaque in the pilot bakery operated by the department in recognition of the financial and advisory assistance of the 18 milling companies which made possible the installation of the bakery. The pilot plant is equipped with commercial-size machinery and is used in cereal chemistry and baking technology research.

**NEW COMPANY FORMED BY
ROBERT H. MONTGOMERY**

KANSAS CITY—Robert H. Montgomery has announced the formation of the Montgomery Co., which will engage in a general flour brokerage business. Offices have been established at 510 Insurance Exchange Bldg., 21 W. 10th St., Kansas City.

Mr. Montgomery recently resigned as vice president of Flour Mills of America, Inc., and general manager of the Goodlander Mills Co. division.

Long associated with the flour milling business, he has been vice president and manager at Kansas City for the Larabee Flour Mills Co. and vice president and director of the Waggoner Gates Milling Co., Independence, Mo. He also served as vice president of the Stanard-Tilton Milling Co. and manager at Alton, Ill., prior to the purchase of that company by the Russell-Miller Milling Co.

A graduate of the American Institute of Baking, Mr. Montgomery also has been a continuous member of the American Society of Bakery Engineers since 1923. He also is a member of the bakers clubs of New York and Kansas City and is treasurer of the Kansas City Advertising and Sales Executives Club Building Corp.

BREAD IS THE STAFF OF LIFE

**HARRY A. BULLIS TO HEAD
UNITED NATIONS WEEK**

NEW YORK—Harry A. Bullis, Minneapolis, chairman of the board of General Mills, Inc., Minneapolis, has been appointed national chairman of United Nations week by Clark M. Eichelberger, director of the American Association for the United Nations.

Mr. Bullis will head the organization of the nation-wide United Nations observance Oct. 16-24. Events will climax with United Nations Day Oct. 24.

The observance will coincide with the fifth anniversary of the United Nations, Mr. Eichelberger said, and will focus attention on the world organization as "the principal agency

for the maintenance of world peace."

United Nations Day will be observed simultaneously in all member countries of the U.N., it was announced.

"We believe that the observance of United Nations Week has a particular significance in this year of world tension," Mr. Bullis said. "It is more important than ever that there be an informed public opinion in support of the United Nations as the one great agency that all peoples can look to for aid in maintaining the peace."

Mrs. Franklin D. Roosevelt is chairman of United Nations Day, and with Warren Austin, head of the U.S. mission to the United Nations, will serve as honorary co-chairman of the week.

Thomas J. Watson, Jr., of the International Business Machines Corp., New York, headed the observance last year. The 1948 chairman was Clarence Francis, chairman of the board, General Foods Corp. The 1947 chairman was Philip Reed, president of General Electric.

BREAD IS THE STAFF OF LIFE

**DUNWOODY BAKING SCHOOL
CLOSES FOR VACATION**

MINNEAPOLIS—The Dunwoody Baking School closed June 30 for the summer vacation. Classes will be resumed Aug. 7.

A record enrollment of 283 men attended the day-school classes this past year. These men came from 35 states, Israel, Hawaii, Alaska, Puerto Rico and Canada. The enrollment for the evening-school classes was 164. Most of these students came from the Twin Cities and surrounding territory.

BREAD IS THE STAFF OF LIFE

**4 PERSONNEL CHANGES
MADE BY GENERAL MILLS**

MINNEAPOLIS—Four changes in General Mills' general flour sales department personnel have been announced by E. L. Schujahn, director of general flour sales. W. F. Toevs, formerly general flour sales manager

at Great Falls, Mont., has been transferred to the general flour department at Minneapolis, as was W. R. Morris, Jr., formerly sales executive at Buffalo, N. Y. Replacing Mr. Toevs at Great Falls was Lynn Burke, previously supervising salesman of that district. W. B. Deatruck, formerly a New York district salesman, replaced Mr. Morris at Buffalo.

BREAD IS THE STAFF OF LIFE

**COCKTAIL PARTY HELD
BY BAKERS CLUB, INC.**

NEW YORK—The annual spring cocktail party and buffet supper of the Bakers Club, Inc., attracted approximately 90 members of the group to the club's quarters in the Hotel Shelton June 20.

The party offered an attractive spread of cold meats, assorted salads, bread, pastries, coffee and other choice food items for the crowd which overflowed onto the outdoor terrace of the club quarters.

The annual affair was under the direction of Frank X. Ragan, Standard Brands, Inc., New York, chairman of the entertainment committee.

BREAD IS THE STAFF OF LIFE

**FALL MEETING PLANNED
BY NEW ENGLAND BAKERS**

BOSTON—The fall convention of the New England Bakers Assn. will be held at the Statler Hotel in Boston Nov. 12-14. Robert E. Sullivan, 51 Exeter St., Boston, is secretary of the group.

BREAD IS THE STAFF OF LIFE

**JAKE G. PFISTER NAMED
MIDLAND VICE PRESIDENT**

KANSAS CITY—Jake G. Pfister has been appointed vice president in charge of bakery sales for the Midland Flour Milling Co., Kansas City, John W. Cain, president of the company, has announced.

Mr. Pfister has been associated with Midland for more than 30 years, starting at the company's mill in Newton, Kansas, in 1919, following his discharge from the service in World War I, in which he was secretarial aide to Maj. Gen. Leonard Wood. Mr. Pfister moved to Midland's headquarters in 1932 in the bakery sales department and progressed through various positions, becoming bakery sales manager in September, 1949.

**Growth of Baking
Industry in
Canada Reported**

WINNIPEG—Output of the "bread and other bakery products" industry in Canada increased in value both in 1949 and 1948 over the preceding years, but the increase was less in dollar terms in 1949 than in 1948, according to a preliminary estimate of principal statistics of the industry for 1949 and the detailed annual report for 1948 released together by the Dominion Bureau of Statistics.

Value of the industry's production last year is estimated by the Bureau at \$202,648,500, compared with \$187,933,333 for 1948. These figures compare again with \$165,749,588 for 1947. The 1949 estimate thus indicates an advance of \$14,715,167 in value over 1948 as against a rise of \$22,183,745 in 1948 over 1947. The output of the industry has risen in value each year since 1939, when it was placed at \$76,040,651.

The bureau's preliminary compilation for 1949, prepared to meet the demand for early statistics, is based on returns received by May 15 from 342 establishments having a production of \$50,000 or over and accounting for nearly three fourths of 1948 production. Figures for Newfoundland are not included.

Numbers of persons employed in the industry in 1949 is placed at 32,100, up slightly from 31,543 in 1948 and 31,501 in 1947. Salaries and wages totaled \$56,920,000, as against \$53,407,360 in 1948 and \$47,896,265 the previous year, while the cost of materials rose to \$101,302,100 in 1949 compared with \$94,383,761 in 1948 and \$80,084,523 in 1947. Consumption of hard wheat flour is estimated at 4,866,300 bbl. in 1949, down from 4,966,690 bbl. in 1948, and of soft wheat flour at 282,200 as compared with 288,434 bbl.; but values of each were higher in 1949.

There were 2,859 establishments of all sizes classified in this industry in 1948, compared with 2,942 in 1947. Quebec had the largest number at 1,052, followed by Ontario with 1,020 and British Columbia with 261. The industry ranked 15th in Canada in gross value of production in the year. Measured by value, its principal products were: bread, \$110,644,115; pies, cakes, cookies and pastries, \$55,865,702; buns, \$15,699,847, and doughnuts, \$3,280,618.

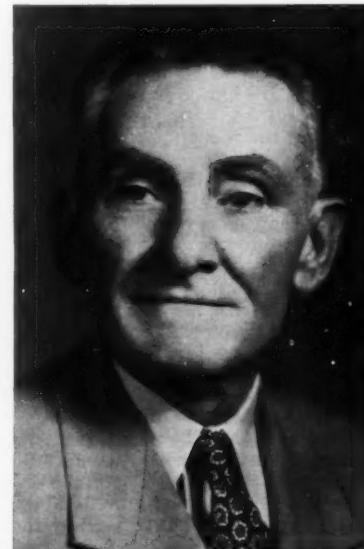
BREAD IS THE STAFF OF LIFE

**CBA SECRETARY ELECTED
TO STATE NUTRITION POST**

WEST HAVEN, CONN.—Charles Barr, secretary of the Connecticut Bakers Assn., Inc., has been elected treasurer of the Connecticut Nutrition Council. He has represented the association on the council for the past year.

Mrs. Martha Smith Fry, representing the American Red Cross, is chairman. Dr. Ross A. Gortner, professor of biochemistry at Wesleyan University is vice chairman, and other officers include representatives of public health, dietetic and nursing groups.

The organization represents various groups within the state who are interested in nutrition and it is believed that Mr. Barr is one of the first bakery association executives to be made an officer of a statewide nutrition group.



Jake G. Pfister

July, 1950

THE AMERICAN BAKER

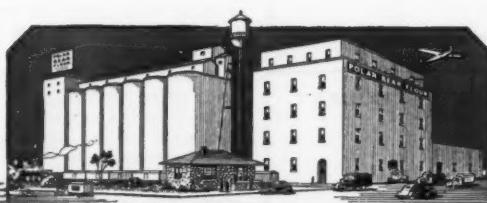
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FLOUR IS KING

We have always milled POLAR BEAR flour on the principle of giving our customers the finest in baking quality. So, naturally, we take pride in the fact that our customers number many of America's finest bakeries. We think POLAR BEAR deserves some of the credit for their success . . . just as we know their patronage has helped us be successful, too.

Founded by
Andrew J. Hunt
1899



Ralph C. Sowden
President

The NEW ERA MILLING COMPANY
ARKANSAS CITY, KANSAS



DAILY CAPACITY—2,000 CWT.
ELEVATOR CAPACITY—1,000,000 BUSHELS

Manufacturers of FINEST QUALITY FLOUR

TRI-STATE MILLING CO. RAPID CITY, S. D.



All Grades
RYE FLOUR
1000 cwts. Flour—250 cwts. Meal
GLOBE MILLING COMPANY
WATERTOWN, WISCONSIN

"ROCK RIVER" RYE

"OLD TIMES" BUCKWHEAT

"BLODGETT'S"
RYE

All Grades—From Darkest Dark to the Whitest White
—Specially Milled by the Blodgett Family—Since 1848

FRANK H. BLODGETT, Inc., Janesville, Wisconsin

GRIST OF GRINS



It was Tewkberrie's 104th birthday and the reporters were interviewing him. "What would you say is the main reason for your longevity?"

"The reason I have lived so long," Tewkberrie said briskly, "is that I never took a drop of liquor in my whole life."

Just then there was a terrible crash from the next room.

"What's that?" asked the reporters.

"Oh, that's my father," Tewkberrie answered. "He always makes a lot of noise when he gets drunk."



It happened in the perfume department. A young lady with a baby in her arms stepped up to the counter and carefully surveyed the display which included, "My Sin," "Tabu," "Ecstasy," "Irresistible" and "Surrender." Quietly she asked the salesgirl, "Would you like a testimonial?"



"What would you do if you married a rich woman?"

"Nothing."



They had been sitting in the swing in the moonlight alone. No word broke the stillness for half an hour.

She: "Suppose you had money, what would you do?"

He: "I'd travel."

He felt her warm hand slide into his. When he looked up she had gone. In his hand was a dime.



"May I have this check cashed, please?" asked the young woman of the paying teller.

"Of course, madam," the teller replied. "Just endorse it, please."

"Must I endorse it?" she asked, apparently puzzled. "I'm Mrs. Smith, you know. My husband is out of the city and he mailed the check to me."

"Yes, it must be endorsed. Sign it on the back, please, and Mr. Smith will know we paid it to you."

Mrs. Smith took her pen from her purse and passed the check back to the teller, endorsed "Your devoted wife, Ethel."



The woman orator stood upon her platform and looked over the sea of faces.

"Where would man be today were it not for woman?" she inquired.

She paused a moment.

"Again I repeat," she said, "where would man be today were it not for woman?"

"In the Garden of Eden," answered a male voice from the rear.



When the owner of a timber tract sent out to camp a crew of 50 men with three women to cook for them, he said to the camp boss:

"Don't write me long reports of what you are doing. Instead of multiplying words, just give me a few figures each week and I can tell how you are getting along."

The next week he received this note:

"2% of the men have married 33% of the women."

IT'S AN AGE OF
SECRET FORMULAS
BUT IT'S NOT A SECRET
THAT AT LEAST 6%

DAIRYLEA*

Non-Fat Dry Milk Solids
will improve your bread 6 ways

- 1—Flavor
- 2—Nutrition
- 3—Texture
- 4—Appearance
- 5—Color
- 6—Better Keeping Qualities



Add it to your formula for greater yields and increased sales.

Inspected — Protected — Tested

DAIRYLEA
Non-Fat Dry Milk Solids

DAIRYMEN'S LEAGUE
COOPERATIVE ASSOCIATION, INC.

100 Park Ave., New York 17, N. Y.

*Reg. U. S. Pat. Off.

"Sweet Cream"
"Very Best"
Quality Flours

W. J. JENNISON CO.
MINNEAPOLIS, MINN.

DOBRY'S BEST
and
BEST OF THE WEST
DOBRY FLOUR MILLS, Inc.
YUKON, OKLAHOMA

ACME RYE

A HIGH QUALITY
WISCONSIN RYE FLOUR
All Grades

FISHER-FALLGATTER MILLING CO.
WAUPACA, WISCONSIN

Snow Lily

Fancy Short Patent
Biscuit and Pastry Flour
ENNS MILLING CO., Inman, Kan.
Southern Regional Office
933-35 Exchange Bldg., Memphis, Tenn.

"RUSSELL'S BEST"
"AMERICAN SPECIAL"

Our mill is located in the high protein wheat district of central western Kansas, and secures most of its wheat directly from growers.

RUSSELL MILLING CO., Russell, Kansas

King Milling Company

High Grade Michigan Soft Wheat
Flour, Plain and Self-Rising
Successful Millers for Fifty Years
LOWELL, MICHIGAN

Evans Milling Co.

INDIANAPOLIS, IND., U. S. A.
Manufacture Kiln-Dried
WHITE CORN PRODUCTS
Capacity, 16,000 Bushels



PICKING NATURE'S FAVORITES



KEEPS WALNUT CREEK QUALITY ON TOP

NATURE plays tricks with the wheat crop every year. She has her favorite spots—and not the same ones—each growing season. That's why it is so necessary for a miller to *know* his sources of wheat supply. That's why our system of "Grass roots" wheat selection is so effective in maintaining the continuous high quality of Walnut Creek flours.

In our carefully planned program, each of our trained wheat buyers at our country stations has surveyed before harvest the wheat farms in his territory to learn what fields are planted with the variety and quality we want. This is supplemented by extensive mapping of our tributary wheat buying territory. This work is done on lengthy surveys such as described in connection with the photographs above. We *know* where the wheats we want are growing.

This "grass roots" wheat selection program is possible only because of our location in the midst of America's biggest and best wheat belt where our "neighbors" grow the wheat. And the results show up perfectly in the superior baking qualities of Imperial and Velvet flours.

WALNUT CREEK
Milling Company
GREAT BEND, KANSAS

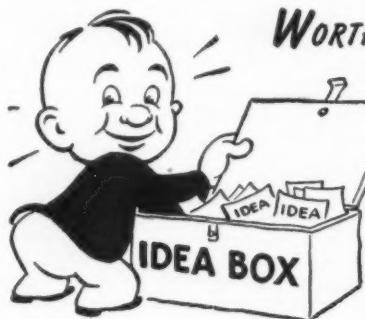
MAPPING A WHEAT CROP

Nature can produce a wide variation in the same wheat crop. These photographs show Tom S. Boyd, assistant sales manager of the Walnut Creek Company, in two fields surveyed during a recent trip with Fred S. Zutavern, production superintendent. The field at the left will produce fine wheat. The one below is an abject failure. Each year before harvest, as part of our "grass roots" wheat selection program we map the wheat quality in our tributary buying areas. Roads leading in all directions from a country elevator are checked to show what that station will receive in the way of quality and variety. A special dashboard device enables keeping a close crop record at each one mile interval along the road. We check thousands of miles of wheat land in our area each season. We *know* where to get the choicest country run wheats for Walnut Creek quality.

The BEST in PURITY PROTECTION

We want Walnut Creek flours to be the purest on the market and we take every possible step to guard their purity. We follow all the good housekeeping rules in our mill. We have an efficient central vacuum cleaning system. We have a "push button" system of mill fumigation which permits us to fumigate with gas anytime the machinery is not running. We constantly police our entire plant and continually check our products in the laboratory. And, during the hot summer, our flour shipments get the added protection of pyrenone sprays.

T. H. SHERWOOD
Vice President and Gen. Mgr.



WORTH LOOKING INTO . . .

NEW PRODUCTS

•

NEW SERVICES

•

NEW LITERATURE

A reader service feature announcing the development of new and improved products, new services and new literature offered by manufacturers and suppliers. Claims made in this department are those of the firm concerned. Further information on any of the items discussed in this department may be obtained by writing the Reader Service Department of:

The American Baker
118 So. 6th St. Minneapolis, Minn.

No. 356—Mold Inhibiting Paint

The Frost Paint & Oil Corp. has announced a new Froslite mold inhibiting enamel which is said to successfully combat mold growth on wall surfaces and on all types of machinery and equipment.

Recent impartial tests revealed Froslite was able to prevent mold



Illustration "A"

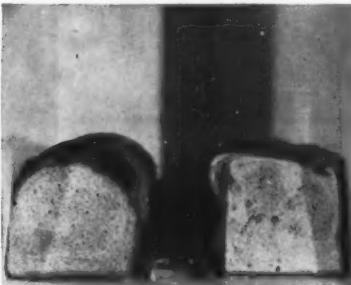


Illustration "B"

growth on surfaces where it was applied after 24 days of continuous exposure to concentrated mold cultures, the company said. In comparison, an

ordinary enamel with no mold inhibiting qualities failed to stop mold spread.

The new paint contains a proven fungicide for the prevention of mold growth and rope formation. Additional properties claimed by the manufacturer include: a brilliant white enamel that stays white, the ability to resist smoke and fumes, one coat covers most surfaces when properly prepared, washes repeatedly without material loss of gloss, easily applied by brush or spray, and dries quickly without objectionable paint odor. Froslite covers 500-550 sq. ft. per gal.; Froslite Primer from 350-450 sq. ft. per gal. depending upon the surface and method of application.

In illustration "A" above is shown an ordinary enamel. After 24 days mold has lodged itself on wall surfaces and ceiling of test cabinet painted with ordinary enamel and exposed to a mold culture. White and wheat bread loaves are extremely moldy. In illustration "B," using Froslite paint, after 24 days unretouched photo shows only a slight mold present on bread surfaces. Mold has not spread to the sides or top of test cabinet coated with mold inhibiting Froslite paint, the company points out.

No. 357—Sanitary Compound

The Michigan Chemical Corp., St. Louis, Mich., has announced a new product—Pestmaster Sanitizer, a quaternary ammonium compound, 10% solution. Pestmaster Sanitizer is non-inflammable, non-irritating, odorless, tasteless, non-corrosive and non-toxic, the manufacturer states.

This sanitizer is widely useful in bakeries, hotels, soda fountains, restaurants, hospitals, public buildings, packing plants, dairies, ice cream plants, canneries, food processing

The American Baker

118 South Sixth St., Minneapolis 2, Minn.

Please send me information on the following items (circle numbers)

- | | |
|------------------------|-------------------|
| No. 348—Whipping Cream | No. 357—Sanitizer |
| No. 355—Door Opener | No. 358—Oven |
| No. 356—Paint | |

NAME _____
COMPANY _____
ADDRESS _____

plants and in the homes, to maintain walls, floors, dishes, glassware and equipment in sanitary condition.

Pestmaster Sanitizer is conditioned for difficult water problems and is compatible with the non-ionic detergents, in preparing cleanser-sanitizer solutions. In the detergent field Michigan Chemical offers Winkie, a widely accepted non-ionic detergent, which is compatible with Pestmaster Sanitizer and makes an ideal companion product.

Literature is available upon request.

No. 358—Retail Bakers' Oven

The Fish Equipment Co. has introduced a new oven—the Fish "75."

Designed especially for the retail bakeshop, and as an auxiliary oven for large bakers, the "75" features compactness, one-day installation, fuel economy and variety baking capacity.

The 12 bun pan Fish "75" has an over-all height of only 6 ft. 7 in. to simplify installation in shops with low ceilings, and it occupies minimum floor space.

Three major exclusive features of the new oven are: Front-mounted drive and burner which saves space and permits enclosing the oven on three sides, maximum bun pan capacity per square foot of floor space, and inside roller chain drive and inside main bearings, self-adjusting for wear and free of the heat loss characteristic of outside main bearings.

Standard equipment includes genuine vitreous porcelain enamel front, with flush-mounted controls, minute-minder timer and tray indicator. Solid steel or expanded metal tray hearths are optional at no extra cost.

No. 348—Whipping Cream

The Rich Products Corp., Buffalo, N.Y., has announced a change in the formula and methods of processing its soybean derived whipping cream, "Whip Topping," which, it is claimed, has increased the shelf-life of the product. Robert E. Rich, president of the firm, stated that the formula changes involve a new, monoglyceride-type emulsifier, a new vegetable gum stabilizer and an increase in protein content.

Processing changes are said to include a new secret method of extraction which removes, for all practical purposes, any trace of vegetable flavor. The new product is said to be heavier, making it possible for bakers to obtain a fine, sharp edge with a decorating point, and it is further said that the melting point of the fat content has been decreased.

No. 355—Automatic Door Opener

The Pittsburgh Plate Glass Co. has developed a unit, called "Pittomatic," that will easily open and close heavy glass doors. It is said to be the first double-acting automatic power hinge ever manufactured. Consisting of a small electro-hydraulic apparatus, it controls 250-lb. doors with a feather-like touch. A steady flow of in-and-out traffic can be accommodated.

The apparatus does not require large space, major structural changes or air compressors for operation. The operation is controlled by a hidden micro-switch so sensitive that the moment the door handle is touched, the door starts to open by hydraulic action.

**"David Harum"
Special Bakers**

Made from a carefully selected blend of Dark Hard Winter and choice Northern Spring wheats—
DAISTATICALLY BALANCED

**STRONG—
UNIFORM—
EVENLY PERFORMING—
FLOUR FOR BAKERS**

**Milled for Perfection
—Not Price!**

**"Laboratory Tested
For Fine Baking"**

**Lexington Mill
& Elevator Co.**
LEXINGTON, NEBRASKA
SINCE 1884

**The Standard Others
Strive to Reach**

WHITE SWAN
FLOUR

**SPRINGFIELD MILLING
CORPORATION**
MINNEAPOLIS • MINNESOTA

Soft Winter Wheat Flours

**Family - Commercial
Export**

**Long Distance Telephone 32
Cable address—"Jasco"**

J. Allen Smith & Co., Inc.
KNOXVILLE 6, TENNESSEE

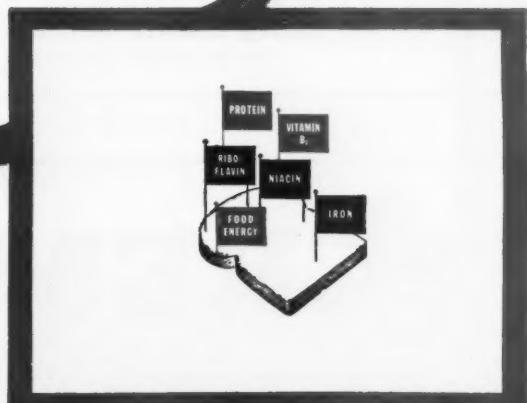
Miner - Hillard Milling Co.

WILKES-BARRE, PA.
Manufacturers of
CORN FLOUR - CORN MEAL
CORN SPECIALTIES

NATIONAL YEAST CORPORATION
Frank J. Hale, President
Executive Offices
Chain Building, New York City
Sales Offices
45-54 27th St., Long Island City, N.Y.
35 East Wacker Drive, Chicago, Ill.
Plants
Bellefonte, N.J. and Crystal Lake, Ill.



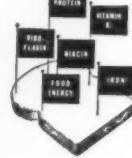
IF YOU want to give your loaf the start it deserves—the easy way—look to TOWN CRIER flour. TOWN CRIER is safe, dependable, free of baking trouble. TOWN CRIER is milled particularly for bakers who recognize the short sightedness of buying just any kind of flour if it offers the lowest price. This superior flour is milled, too, for bakers who want to make the best loaf in their market and keep on making it, day after day. To such bakers we commend TOWN CRIER.



THE MIDLAND FLOUR MILLING CO.

KANSAS CITY

WESTERN STAR KANSAS STAR GOLDEN CREST



If you look
to these "stars,"
you'll find the
smoothest
bread baking
this side of
heaven.

The WESTERN STAR MILL CO.
SALINA, KANSAS

For Over Fifty Years...

KING'S GOLD

KING'S BEST

GOLD MINE

EXCELSIOR



...Made in Minnesota

H. H. King Flour Mills Company

MINNEAPOLIS, MINNESOTA

"CREMO"

Just the Cream of Hard Wheat

ALSO SEMOLINAS

CROOKSTON MILLING COMPANY
CROOKSTON, MINN.

★ Buy and Sell Through WANT ADS ★

Route Credits

(Continued from page 46)

then see that he is trained in a successful method of credit operation. Such operation should include an established approach, promptness in presenting bill for payment, training in tactfulness, knowledge of customers and persistency. Let us look at these training points individually.

A well-established approach on the part of the salesman is 50% of his job. Getting off to a good start by means of a thorough understanding as to collections will prevent future misunderstanding. Many a good customer is lost because of improper handling, due to a misunderstanding at the beginning of service.

It is a well-known fact that retail salesmen are in many cases responsible for excessive due bills and poor route credits, simply because of his lack of promptness in making collections when due. Fortunately, most people want to and will pay their bills, but many times due to the fault of the salesman not calling at the agreed time, the customer fails to make payment. This not only causes the loss of earnings in the salesman's paycheck, but also has a tendency to make the customer become slow pay; thereby, the point is reached wherein the customer is forced to either discontinue service, because of a high balance, or the company must curtail service simply because the salesman originally was not prompt in making his demand for payment.

A good collector has the ability to be tactful and understanding. Many customers are lost because of lack of good sense on the part of the salesman. Conditions arise daily wherein the judgment on the part of the salesman is most important. Many conditions, such as a temporary shortage of funds, over which the customer has no control arise, but by means of careful thought on the part of the salesman and a courteous manner, can be handled to the advantage of both customer and the company.

Credit Abuse

Like all good things, credit can and is abused by a small minority. This type of customer calls forth all that a salesman has learned in aggressiveness, persistency and tact. It is in this group that falls the slow pay and "dead beats," and it is with this group the credit manager of a route must be more persistent, calling back again, again and again.

Route salesmen after a few months experience on any given route, should have accumulated a vast knowledge pertaining to the work, approximate wage earnings, general home conditions, etc., of his customers. This knowledge is important and valuable in the question of extension of credit.

Now let us look at some of the causes of failure on the part of the salesman to be a good credit manager. Over-selling—it is a known fact that many a good customer is lost

simply because of a salesman over-selling. Credit limits must be established and the customer must be kept within these limits. In many cases it is all too easy for the salesman to loan to the unsuspecting buyer in order to increase sales. This creates a due-bill situation that within short time forces the customer to either discontinue service because of inability to pay or the company must curtail service simply because of over-selling.

Again, salesmen are prone to overload customers to such an extent that they are unable to meet their obligations. The salesman, rather than seek a new outlet or new customers, continues this overloading and consequently, the credit situation again pops up and the same situation prevails as in overselling.

Poor judgment in extending credit is another fault of the salesman. It is well to point out that various types of routes require different credit situations which are adaptable to that particular route. It is fairly safe for the salesman to grant more liberal credit on some routes than on others. Certainly, it is not good business on the part of the salesman to extend excessive credit to a customer whom he knows does not possess the ability to pay. On the other hand, it is equally good business to extend credit to a customer who does possess the ability to pay. Judgment in exercising this credit is most necessary.

Salesman Most Important

Another interesting point can be found by taking two adjacent routes in anyone's plant, anywhere in the country.

It is easy to understand that the operation of an efficient credit system is not dependent entirely upon either the SYSTEM or the SALESMAN, but rather the combination of both working toward a common goal.

Proper control of credits means a healthy and happy condition for both the operator and salesman, a steady flow of income with credit losses at a minimum, and good sales. What more could be asked?



A new development which greatly extends fermentation tolerance. Provides more time for "cutting over" or giving dough extra punches. If you want a flour which will stand abuse, write or wire

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FAMILY FLOUR BAKERY FLOUR CRACKER FLOUR

FACTS

Give the Baker Facts About YOUR Business
Where He Gets Facts About HIS Business

Baking Industry Doubles Its Dollar Volume!

- ★ Value of bread and other bakery products increased from \$1,065,000,000 to \$2,417,000,000 during the last ten years.
- ★ Biscuit and cracker products value rose from \$201,000,000 to \$540,000,000.
- ★ Total value of products in this basic industry is \$3,000,000,000.

Bakers spent over one and one-half billion dollars for materials, supplies, containers, fuel and contract work during 1947. More than 90 companies had major expenditures for new plants and equipment. There is tremendous purchasing power in this three billion dollar industry.



The American Baker's circulation includes the top 20% of the baking industry which purchases 80% of the equipment, ingredients and supplies. Advertisers capitalize upon a reader interest built by The American Baker's thorough coverage of the baking industry affairs.

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THE MILLER PUBLISHING CO.

*The Businesspaper Family Serving
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FLOUR, FEED, GRAIN and BAKING

THE NORTHWESTERN MILLER

THE AMERICAN BAKER

MILLING PRODUCTION

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PRODUCE EXCHANGE NEW YORK, N.Y.

Survey Shows Facts About Food Shopping

Who does the shopping for groceries and who exerts the influence in the buying?

Women generally are accepted as doing by far most of the buying of food as well as other goods consumed by U.S. families. But, according to a study reported recently by the University of Illinois, the amount of purchasing by women alone is not more than two thirds of the total. A study conducted in 1931-32 showed women alone doing almost three fourths of the grocery buying.

The report is made by two marketing experts in Current Economic Comment, published quarterly by the university's Bureau of Economics and Business Research.

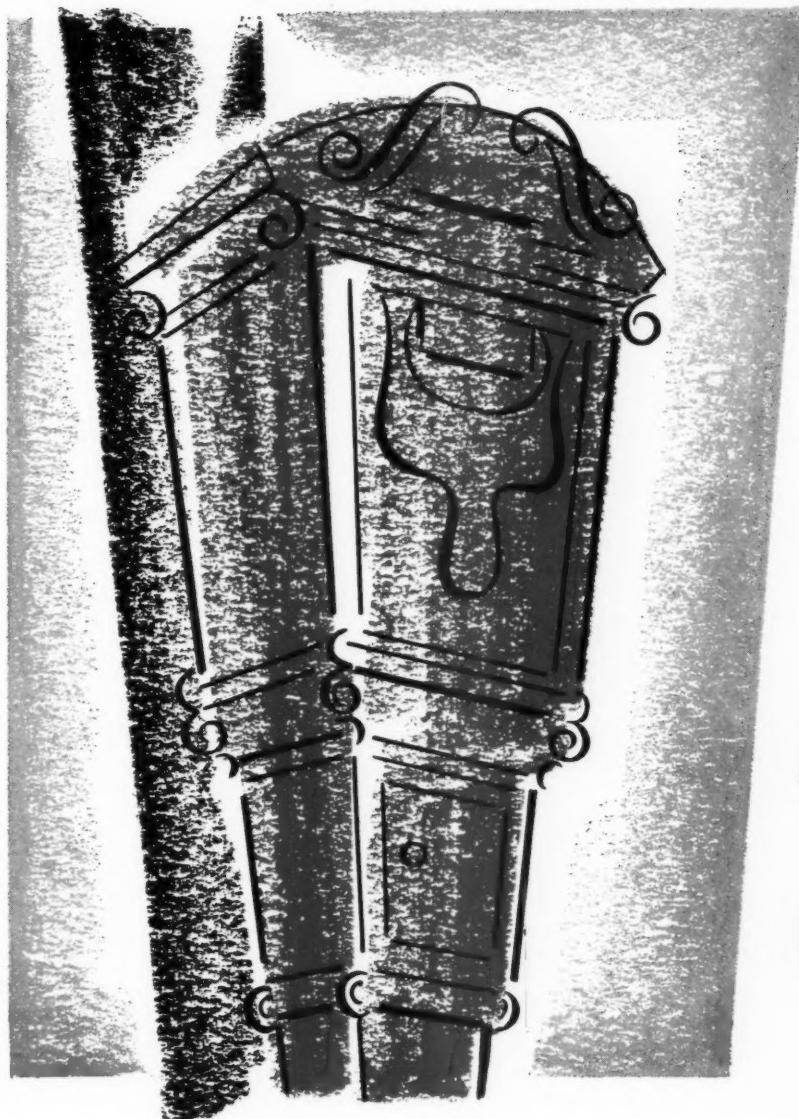
The study of family buying, conducted by Paul D. Converse, professor of marketing, and Merle Crawford, assistant in marketing, shows women make 67% of the purchases of food; men, 20%; men and women together, 8%, and children, 5%.

Influence on Buying

It is pointed out, however, that influence exercised on purchasing also is important. In this respect, it was found, women influence 66% of the grocery buying; men, 26%, or more than buying by men alone, and children, 8%.

Variations in income were considered in the study, and it was found that, among low-income families, there is somewhat less shopping together by husband and wife for groceries. The most grocery shopping together is done in middle-income families and the most by women alone is done in low-income families.

Among other factors considered were variations in place of residence. The proportion of grocery purchases by men generally is smaller in the larger cities. However, men appear to do more buying in small cities than in small towns and villages. Percentages of families in which groceries were bought by men were 11 in large cities, 30 in small cities and 22 in small towns and villages.



Always on Duty

As the fire alarm system is always on duty for your protection, so, too, is the N-A Flour Service Division always at your call to help with flour processing problems. In emergency and day-to-day standby service alike, progressive mills everywhere have found through experience that N-A Service means prompt, courteous and practical attention to all the details of flour maturing, bleaching and enriching.

Call your nearest N-A Representative — they're located in principal cities throughout the country — for details on Dyox for maturing, Novadelox for color, N-Richment-A for uniform enriching, and N-A Service for relief from treatment worries. There's no obligation, of course.

WALLACE & TIERNAN COMPANY, INC., AGENTS FOR
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NA-54



DYOX
for flour maturing

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for a whiter, brighter flour

N-RICHMENT-A
for uniform enrichment

Want to BOOST SALES?



Sure-fire method of building sales and customer confidence is an open house. Shown above is one that netted a *thirty percent sales increase* for an enterprising baker. Helping out, a General Mills salesman donned a clown's costume and acted as master of ceremonies.

"*Vitality News*," a merchandising aid to bakers published by General Mills, carried complete details of this customer-enticing open house. Hundreds of similar idea-packed stories are published in "*Vitality News*" every year.



Dramatic results of an extensive "Mystery Shopper Survey" conducted by *Vitality News* revealed that a large percentage of bakery salesgirls lack suggestive selling technique. A series of five articles explained helpful methods of sales force education. Such articles, together with many concerning the grooming and dress of salesgirls, account in part for the vast popularity of *Vitality News* with bakers everywhere.

★ ★ ★ ★



"And right here I want you to print
'you dope' in frosting!"



Up-to-the-minute sales ideas for bakers are carried in every issue of *Vitality News*. A recent authoritative article dealt with the use of television to increase bakery sales. Crammed with an average of 40 to 50 stories per issue, *Vitality News* is a source book of practical merchandising, advertising and sales ideas for bakers.

★ ★ ★ ★

Vitality News is mailed each month to General Mills customers. Ask your General Mills salesman about it.

**YOUR GENERAL MILLS SALESMAN
DELIVERS BAKING RESULTS**

